



## Table of Contents

<b>INTRODUCTION.....</b>	<b>Page 1</b>
Purpose of the Visioning Statement	
<b>EXECUTIVE SUMMARY.....</b>	<b>Page 2</b>
Input	
Map of Major Ideas	
Recommendations Implementation	
<b>VISIONING PROCESS.....</b>	<b>Page 6</b>
Goals of the Visioning Process	
Input	
<i>Market Study Mobility Urban Design Themes</i>	
<i>Activity Districts Mobility and Directional Signage Image and Built Environment Recreation</i>	
<i>Opportunities Public Gathering Spaces</i>	
<b>RECOMMENDATIONS.....</b>	<b>Page 16</b>
Land Use Recommendations	
Mobility Recommendations	
<b>IMPLEMENTATION PROGRAM.....</b>	<b>Page 19</b>
Intended Use of Visioning Statement	
Implementation Measures	
<i>Short-Term Measures</i>	
<i>Long-Term Measures</i>	
Annual Work Programs	
Urban Design Guidelines	
<b>BACKGROUND.....</b>	<b>Page 22</b>
Setting Visioning Process Background Studies	History and
<b>APPENDICES</b>	

## TABLE OF CONTENTS

## INTRODUCTION

Marina del Rey is a small-craft harbor, residential community and visitor-serving destination, ~~and residential community~~ located in western Los Angeles County along Santa Monica Bay. The small-craft harbor was constructed in the mid 1960s and residential, commercial, and visitor-serving development followed over the next two decades. Marina del Rey has matured, and evolving consumer tastes and changing recreational interests necessitate a revised vision to guide future redevelopment in the Marina. This Marina del Rey Visioning Statement was created to provide that guidance.

### *Purpose of the Visioning Statement*

The Marina del Rey Visioning Statement establishes a framework to guide future decision-making on development, policies, and development standards as land use opportunities, economic/market conditions, and other opportunities become available. The County of Los Angeles will use the recommendations in this document to achieve the following goals for Marina del Rey:

- Create a vibrant destination for all Los Angeles County residents and visitors.
  - Achieve County goals for economic development and revenue-generation by encouraging reinvestment in properties.
  - Support boating and other water-oriented activities.
  - Promote environmental and sustainable goals shared with the California Coastal Commission.
  - Provide low-cost access to the Marina's waterfront and amenities.
- Provide a desirable place to live and recreate ~~and live~~.



## EXECUTIVE SUMMARY

Public input, discussions with County advisory bodies, and technical analyses by several consultants provide the basis for the ideas and recommendations presented in this Visioning Statement. The major ideas and recommendations are depicted on the map on page 4 and are summarized below.

### *Input*

Beginning in April 2013, County staff met with members of the public to hear their ideas and concerns about future development in Marina del Rey. Outreach activities included telephone interviews, a community kick-off question-and-answer meeting, community workshop and walking tour, numerous focus groups, stakeholder interviews, and an interactive town hall-style website. During this time, many individuals provided comments directly to staff and via email and telephone. Staff also met with the Regional Planning Commission, Small Craft Harbor Commission, and Design Control Board to take their input. Supporting the outreach effort, the Department of Regional Planning hired several consultants to perform technical analyses on existing conditions in the Marina and provide suggestions for improvement.

The overarching themes that emerged from public, advisory body, and consultant input are:

- Develop activity districts.
- Improve mobility and directional signage.
- Enhance the image of the Marina and its built environment.
- Enhance recreation opportunities.
- Provide public gathering spaces.

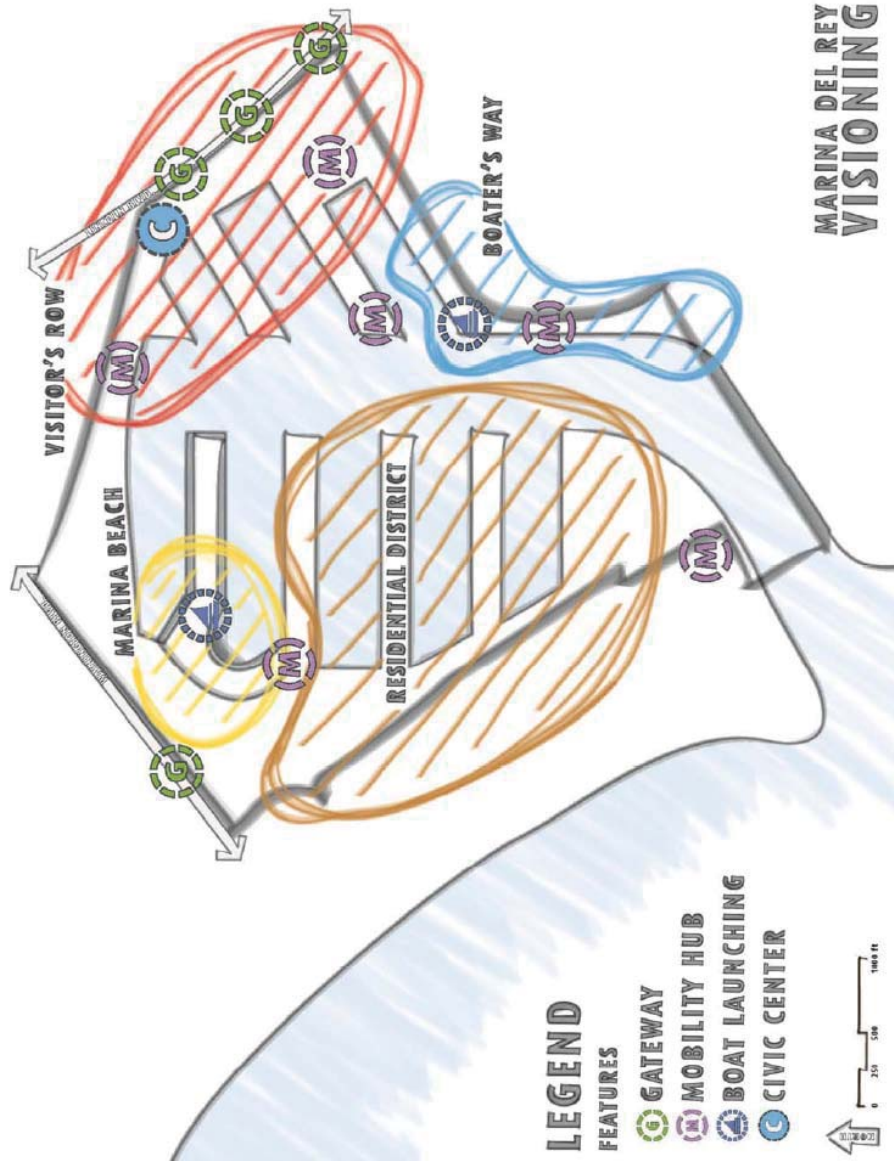
### *Recommendations*

Working with the Departments of Beaches and Harbors and Public Works, the Department of Regional Planning evaluated the public input and consultant suggestions and makes the following principal recommendations:

- Group land uses into four districts:
  - The Residential District is intended to remain a predominantly residential area.
  - Marina Beach is intended to be developed with marine-related, beach-oriented, and other related uses.
  - Visitor's Row is intended to be developed with visitor-serving uses.
  - Boater's Way is intended to be a boating center where most boating-related businesses and services are located.
- Relocate the existing boat launching and storage facility from its current location on parcels 49M/R/S to the area occupied by visitor-serving retail and commercial uses at the southerly end of Fiji Way adjacent to the main channel.
- Retain boat service, repair, and operations uses in the area at the southerly end of Fiji Way.
- Redevelop parcels 49M/R/S as a major visitor-serving, entertainment, and retail center.
- Co-locate the visitor's center, harbor administration offices, and the Lloyd Taber-Marina del Rey Library around the area currently occupied by the Library.



- Enhance the non-motorized boating amenities at Marina Beach and elsewhere in the Marina.
- Develop urban design guidelines to assist in the design of public and private redevelopment projects.
- Develop multi-modal mobility hubs that would co-locate vehicular, transit, bicycle, and pedestrian facilities at strategic locations throughout the Marina and serving each district.
- Develop park-once districts around the mobility hubs to allow people to quickly enter the Marina, park, get out of their cars, and navigate the Marina without the use of cars Improve directional signage.
- Develop gateway signage at main access points to the Marina.
- Enhance bicycle and pedestrian paths and the overall walkability of the Marina.



## MARINA DEL REY VISIONING

### **Implementation**

Implementation of the Visioning Statement will take place over the short-term and the long-term and requires a number of actions to realize the ideas and recommendations contained in this document. These actions will be used to guide:

- Decisions concerning individual projects.
- Negotiations concerning lease extensions and new leases.
- Work programs for County departments with responsibilities in the Marina.
- Policy changes regarding the Marina del Rey Local Coastal Program.

Implementing these recommendations can be achieved incrementally as redevelopment opportunities arise, and would consist primarily of enhancements to existing development and investment in public facilities. Requiring redevelopment projects \_ both public and private \_ to comply with a standard set of design guidelines and accommodating mobility hubs in all areas of the Marina will allow most of these recommendations to be implemented.

## VISIONING PROCESS

### Goals of the Visioning Process

In April 2013, the Department of Regional Planning (DRP) initiated a visioning effort to guide future public and private development in Marina del Rey. The following goals were identified for the visioning process:

- Develop a guide for development over the next 15 to 20 years in the Marina.
- Provide different opportunities for the Marina del Rey community to provide input into a shared vision.
- Guide future policy and implementation strategies that ensure consistency with the goals of the Marina del Rey Local Coastal Program (LCP).
- Guide the County's efforts in their review of projects and delivery of public services that reflect the future needs of the community.

### Input

The recommendations provided in this document are based in part on information gathered from the public over the course of eight months in 2013. During this time, the Department of Regional Planning engaged residents, business proprietors, recreation enthusiasts, other stakeholders, and advisory bodies in a process designed to solicit input and ideas about what type of community the Marina should be in the future and the types of amenities it should offer.

With the aim of providing different opportunities for the Marina del Rey community to provide their input, Department of Regional Planning staff worked with other Los Angeles County departments and outreach consultants to host a series of events to gather ideas for a shared vision. These events included a community-wide town hall meeting, a community-wide workshop and walking tour, numerous focus groups, stakeholder interviews,





and an interactive town hall-style website. Staff also met and spoke with many individuals directly who conveyed their thoughts and concerns about the Marina.

The Marina del Rey visioning process primarily focused on gathering community and stakeholder input to guide future policy decisions. Members of the public who participated in the outreach process represented numerous interests and stakeholder groups, and offered a range of perspectives and priorities. These groups include non-motorized and motorized boating groups, retail and hospitality businesses, and residents. The Department of Regional Planning also sought input from the Regional Planning Commission, Small Craft Harbor Commission, and Design Control Board.

The participants in the visioning process and the advisory bodies provided a wide variety of comments, concerns, and suggestions regarding the user experience and visions for the future of the Marina. Comments ranged from specific ideas about uses within geographical areas of the Marina to those regarding Countywide and regional matters. Summaries of the comments received at outreach events, the town hall-style website, and meetings with advisory bodies are contained in Appendices A and B.

The comments provided covered a range of topics including:

- Improve the Marina's identity as a destination for leisure and recreation activities
- Improve visibility and water views from primary roads, parks and paths
- ~~Expand open space and recreational resources around the Marina~~
- Update the Marina's infrastructure and the appearance and location of some of the uses
- Improve directional signage and other guides to make reaching a destination in the Marina easier and more direct
- Improve the ease with which people enter the Marina and access its facilities
- Improve the ability of visitors, pedestrians, bicyclists, vehicles, boaters, and other users to move around the Marina easily, efficiently, and safely
- Enhance people's ability to enjoy themselves in the Marina through opportunities such as dining, shopping, and boating
- Improve and expand the main walking path along the water's edge in the Marina
- Orient uses and activities in the Marina toward the area of land closest to the water's edge to take advantage of views of the water and activities taking place upon it
- Improve the level of comfort people feel while in the Marina
- Maintain existing low-rise building heights on redevelopment between primary loop roads and the marina
- Ensure that traffic, noise and pollution are restrained for the benefit of those who live and visit the Marina.

In support of the outreach effort, the Department of Regional Planning hired several consultants to perform critical analyses of existing conditions in the Marina. These consultants reviewed and analyzed: market conditions to determine the types of uses that there is demand for in the Marina; mobility conditions to suggest improvements for the efficient and safe circulation of people around the

Marina; and, land use conditions to suggest an appropriate land use arrangement for an urban harbor and prepare design guidelines to implement that arrangement. Specific suggestions from the consultants follow. Technical memoranda from these consultants can be found in Appendices C, D, E, and F.

### **Market Study**

Economic consultant Keyser Marston Associates conducted a market study to analyze socio-economic characteristics (e.g., population, income, demographics, etc.) and the retail, hotel, and office markets. This market analysis identified a range of uses the market would support in Marina del Rey and provided guidance on the types of land uses being proposed.

The take-away ideas regarding market-supported opportunities in the Marina are:

- The Marina del Rey market can support potential additional retail development of 206,000 square feet.
- Develop less-traditional, creative space.
- There is potential support for approximately 610 to 940 additional hotel rooms.

### **Mobility**

Mobility consultant Fehr & Peers identified the various modes of transportation, parking facilities, and directional-signage infrastructure currently serving Marina del Rey, and areas for improvement. The analysis identified potential mobility focal points within the Marina that could provide enhanced opportunities for residents and visitors to move in and around the Marina more easily, consistent with community input.

Fehr & Peers analysis found that there is more than sufficient parking in the Marina, but that the appropriate quantities are not serving the correct locations. Additionally, once people park in one of the many lots in the Marina, it is not immediately clear how to get to your destination or travel between destinations.

An assessment completed by Fehr & Peers found that almost two-thirds of the Promenade measured 10 feet wide or less leading to inevitable choke points and conflicts between users. In addition, the Promenade does not continue around the entire Marina, which impedes internal circulation and enjoyment of the facility.

Fehr & Peers also examined existing conditions in the Marina pertaining to the boating experience. The distance between boater parking and key amenities and facilities, availability of boat storage and

launching areas, and both landside and waterside boater directional signage needed improvement.

The take-away ideas regarding mobility are:

- **Create Mobility Hubs:** Mobility Hubs are locations where modes of travel come together at key locations and provide the opportunity for convenient transfers between modes. These hubs will provide the Marina's residents and visitors with convenient mobility options beyond using their car. Mobility hubs can be located in or adjacent to a centralized parking facility that serves adjacent uses and provides public parking opportunities, and can include or have nearby co-located Waterbus stops, landside transit stops, bicycle facilities, bicycle parking, bicycle sharing kiosks, pedestrian access, visitor and directional information, and car sharing opportunities.
- **Implement a "Park Once" Strategy:** Marina del Rey has a substantial number of public parking lots. Existing lots are rarely full, so there are opportunities to repurpose portions of parking lots to provide Mobility Hubs and additional transportation options. Four shared-parking "Park Once" districts are recommended to operate district parking more efficiently (both public lots and private off-street facilities), and consolidated parking facilities could eventually serve these districts. Existing public parking capacity would be retained and consolidated into structures when necessary. The "Park Once" districts include the areas around Marina Beach, the Lloyd Taber-Marina del Rey Library, Burton Chace Park/ Waterside Shopping Center, and Fisherman's Village.
- **Accommodate Bicycles:** Existing conditions for bicycle facilities found a mix of high quality off-street bike facilities, with some conflict zone areas. Recommended mobility enhancements include a series of specific design treatments, such as signage and pavement striping, to improve visibility and safety at conflict locations, as well as strategies to fill in gaps in the system. A multi-use promenade that can also serve bicyclists is also recommended.
- **Expand Transit:** Existing transit service in the Marina is infrequent, and transit stops are hard to find and have few amenities. Similar conditions are present with the Marina's Waterbus. Mobility recommendations include co-locating transit stops (both ground and water) at Mobility Hubs with clear directional signage and good schedule coordination to ensure easy transfers between transit modes. If financially feasible, improving service frequency is recommended so the beach shuttle can better serve those traveling within the Marina.
- **Enhance Boating Facilities:** Recommendations for boaters are focused on providing high-quality dedicated facilities (such as parking); avoiding conflicts with other modes at boat launch areas and locations where boaters have trailers; and providing opportunities for using small watercraft for personal mobility within the Marina (dinghy docks, waterside directional signage, and other improvements).
- **Accommodate Pedestrians:** Existing pedestrian signalized crossings are generally spaced far apart, and sidewalks are typically narrow. Recommended enhancements include the introduction of additional signalized pedestrian crossings, as well as wider sidewalks, and design treatments on shared mole roads to improve the pedestrian experience in the Marina. Existing crossings in Marina del Rey could be enhanced to improve pedestrian safety and comfort. A multi-use waterfront promenade that can serve the entire Marina is also recommended.
- **Contain Vehicles:** The roadways in the Marina are impacted by cut-through traffic, and

existing parking lots and driveways are at times difficult to find. Mobility recommendations include improved vehicle directional signage and access to parking lots and Mobility Hubs to ensure direct, convenient connections to parking facilities and alternative transportation options. Because traffic level of service in the Marina generally operates at an acceptable level, additional roadway capacity enhancement projects are discouraged, as they will encourage additional regional cut-through traffic.

- **Improve Directional Signage:** Directional signage is a critical component of successful navigation. Signs on the street, whether static (e.g., traditional street signs pointing to specific destinations) or dynamic (e.g., electronic signs that point users to currently available parking supplies) are an important measure for making navigation work effectively and efficiently.

## Urban Design

Urban design consultant Gruen Associates conducted a strengths and weaknesses analysis that critically assessed the Marina's existing physical conditions. Their research covered such topics as the Marina's local and international identity, sense of place, ease of mobility, pedestrian connections, parking, view corridors, uses, and the private realm. Gruen Associates also performed a case-study analysis to identify elements of other successful marinas from around the world to inform an appropriate selection and arrangement of land uses. Gruen Associates recommends that urban design guidelines be developed to address elements of the built environment in addition to land use.

In conducting an analysis of existing conditions in the study area, Gruen Associates observed that dated infrastructure and the quality and style of some new development detract from the ambience of the Marina. Views into the harbor by pedestrians, bicyclists and motorists have been blocked over large sections of the perimeter by existing development, landscaping, surface parking lots and parking structures, and in some areas the distance from the loop roads to the basins. This analysis reinforces a public perception of deficient identity and sense of place which can be improved with more clear views of and public access to Marina del Rey's harbor. Gruen also found that there is a lack of unifying landscape elements throughout the Marina.

Gruen Associates land use analysis also identifies public gathering spaces as a critical ingredient for enhancing the Marina's future land use scenarios. Activity districts, which are areas with clusters of similar or related uses, are also enhanced by the mobility hubs identified in Fehr & Peers mobility study.

The take-away ideas regarding urban design are:

- **General Comments**
  - Encourage street furniture, dining and general seating options, and other urban design amenities to activate the Promenade with day-and night-serving uses.
  - Create active public gathering spaces adjacent to the Promenade and also treat them as view corridors and as places to be the focus for new uses.



- Consider bringing in attractions, performing arts pavilions, and other unique facilities that can be a catalyst for restaurant, retail, and other visitor services.
  - Repurpose parking lots (where feasible) for public gathering spaces shared with restaurants/retail.
  - Ensure sensitivity of existing and future development to the physical and visual relationship to the waterfront.
  - Create a better sense of place by introducing a greater mix of uses, particularly near the waterfront.
  - Continue the use of the “bowl” concept to guide building heights throughout the Marina developing taller buildings outside of the loop roads and shorter buildings along the waterfront.
  - Enhance water views from Yvonne B. Burke Park, the Marvin Braude Bike Trail/California Coastal Trail and primary roads.
  - Introduce at least one mobility hub in each activity district.
- **Marina Beach Area:** The general land use and urban design recommendations aim to realize a more local-serving and family-oriented atmosphere with an emphasis on recreation and non-motorized boating activities.
    - Dedicate the beach area and current beach cabana/restroom area to recreational, retail, and restaurant uses for pedestrians, bicyclists, families, non-motorized boaters, visitors, and residents. Shared parking would be available primarily in the current locations with a mobility hub located adjacent to the waterfront near Panay Way.
    - Locate boater-related operations, services, storage and parking shared with adjacent commercial and recreational uses north of Palawan Way and Panay Way.
    - Locate low-to mid-rise hotel and/or visitor-serving uses on the parcels facing Marina Beach.
    - Provide bistros with outdoor dining, new attractions, unique retail, an improved waterfront promenade along Marina Beach, and new improved pedestrian linkages connecting the Marina Beach promenade to adjacent basin promenades.
    - Construct an enhanced gateway near the intersection of Washington Boulevard and Via Marina.
  - **Admiralty Way Area:** The general land use and urban design ideas aim to realize a more visitor-and resident-serving atmosphere with an emphasis on retail, restaurants, cultural and, civic uses, ~~and~~ Office opportunities exist for smaller professional firms and start-ups north ~~east~~ of ~~Bali~~ Admiralty Way. The ideas also aim to realize a major visitor-serving and entertainment destination with an emphasis on retail, restaurants, cultural amenities, and possibly hotel uses near Fiji Way. A uniform buffer zone between Admiralty Way and buildings will create a sense of space. Major features are:
    - Improve views of the Marina from Yvonne B. Burke Park and the Marvin Braude and Coastal Bike Trail between the Fire Station and the Lloyd Taber Library (lots 130, 131, 132, 133 and 134) and link the park to the waterfront. Redevelopment will be limited to one and two floors (25') and may include the existing yacht club, dinghy docks, restaurants with bars and outdoor dining, cultural amenities and open space. Coverage would be limited to 50% of lot length. Structures would be designed and positioned to enhance water views for motorists on Admiralty Way as well as pedestrians and

bicyclists and not block views from residences and community recreational decks. Shared surface parking lots would be set below the level of Admiralty to enhance water views along the length of the park and from the park and bike trail. Noise and lights will be limited in this biologic and residential area.

- Develop a new civic center just north of Bali Way on the west side of Admiralty Way and combined with a mobility hub. The civic center would co-locate harbor administration facilities with the visitor's center and the Lloyd Taber-Marina del Rey Library on one site. This same alternative would develop a creative-office complex across Admiralty Way on the east side that is envisioned to be occupied by smaller professional firms and start-ups.
  - Reconfigure the area from ~~the Fire station~~ Bali Way to Mindanao Way into a waterfront-oriented mix of uses with clusters of restaurants with outdoor dining and specialty retail linked together by a new enhanced, straight, and continuous waterfront promenade. On the waterfront, there would be well-defined view corridors, dinghy docks, second levels with bars and night clubs, and potentially a select-service hotel with rooftop amenities.
  - ~~Develop a new civic center just north of Bali Way on the west side of Admiralty Way and combined with a mobility hub. The civic center would co-locate harbor administration facilities with the visitor's center and the Lloyd Taber-Marina del Rey Library on one site. This same alternative would develop a creative-office complex across Admiralty Way on the east side that is envisioned to be occupied by smaller professional firms and start-ups.~~
  - Replace the existing boat launch and storage facility with a major visitor-serving, entertainment, and retail center. The center could include waterfront activities, café/bistros with outdoor dining, retail, new attractions, a hotel, space for arts or cultural attractions, a multi-modal mobility hub, limited boat storage, and dinghy docks.
  - Construct enhanced gateways near the intersections of Bali, Mindanao, and Fiji Ways with Lincoln Boulevard.
- **Fiji Way Area:** The general land use and urban design ideas aim to realize a more boater-serving atmosphere with an emphasis on launching, storage, service/repair, charter boat operations, and parking to support these uses:
    - Develop a new boat launching and storage facility in and around the area currently occupied by Fisherman's Village. This facility would be equal to or better than the current launching facility and would be required to be operational prior to removing the existing facility.
    - Retain boat servicing, repair, and operations uses.
    - Construct a continuous waterfront promenade with additional pedestrian linkages to make walking and bicycling more pleasant for visitors and residents.
  - **Urban Design Guidelines:** Develop an updated set of urban design guidelines to address elements of the built environment such as building design, promenade design, lighting, gateways, and the provision of public furniture.

## ***Themes***

The following list includes the overarching themes that emerged from this input process and represent areas to address in the Marina.

- Develop activity districts.
- Improve mobility and directional signage.
- Enhance the image of the Marina and its built environment.
- Enhance recreation opportunities.
- Provide public gathering spaces.

These themes are discussed in greater detail below.

### **Activity Districts**

The participants and consultants in the visioning process identified areas where existing activities are currently clustered. However, even with recreational activities and special events occurring in clustered areas, the Marina still requires visitors and residents to travel to numerous places to take advantage of the amenities it has to offer.

The take-away ideas from the public and consultants concerning activity districts are:

- Organize uses in the Marina into districts
- Create a dedicated civic center area to serve as a community anchor
- Identify spaces for arts and culture to broaden the mix of activities and attract different kinds of visitors who otherwise would not have experienced the Marina
- Enhance the non-motorized boating activities at Marina Beach and elsewhere in the Marina
- Ensure family-oriented activities at Marina Beach
- Enhance the visitor-serving retail with entertainment uses in the area along Fiji Way
- Build on the success of existing visitor-serving retail along Admiralty Way by developing a major visitor-and resident-serving, entertainment, and retail center on the site of the existing boat launch ramp

### **Mobility and Directional Signage**



A large number of comments and suggestions provided by the community, stakeholders, and consultants were directly related to issues of accessibility and mobility. In particular, there was concern that getting around the Marina is not easy, reliable, or as safe as it should be. Pedestrian circulation is hindered by a non-continuous promenade, the separation of employment areas and hotels from visitor-serving uses by inadequate sidewalks and by busy streets with limited pedestrian crossings, and competition for space with other uses. Inconvenient and hard-to-find parking arose as another issue.

The take-away ideas from the public and consultants concerning mobility and directional signage are:

- Develop mobility hubs at strategic locations throughout the Marina where modes of travel come together and provide the opportunity for convenient transfers between modes.
- Implement “park once” districts centered on the mobility hubs.
- Provide year-round water taxi service and add a shuttle to serve all parking lots and key Marina destinations.
- Enhance and provide clear directional signage to shuttle stops, water taxi stops, and specific destinations.
- Provide convenient parking and access for boaters and their trailers.
- Ensure a continuous pedestrian promenade through the entire Marina.
- Improve bicycle facilities throughout the Marina

### **Image and Built Environment**



Many community members provided input on how people perceive the Marina. The impression was that while the Marina continues to attract a wide variety of visitors, its development pattern does not emphasize the waterfront and available water-based activities and its overall ambience and appearance do not reflect that of a world-class facility. For this and other reasons, members of the community expressed concern that the Marina continues to be an afterthought in many people's minds. The consultants also noted that the Marina's architecture and infrastructure were generally dated. Further, it was determined there is not enough range of activities in the Marina to cater to the needs of visitors and residents.

The take-away ideas from the public and consultants concerning image and the built environment are:

- Beautify the Marina by updating infrastructure and encouraging high-quality design for new public and private developments and the promenade.
- Provide additional restaurant, retail, and cultural activity opportunities for visitors and residents, particularly near the waterfront.
- Improve the perception of the Marina as a functioning harbor by integrating views of boating activities into public and private development.
- Highlight the Marina's wetland history by incorporating interpretive elements into new development.
- Promote the perception of the Marina as a natural environment by highlighting its diversity of wildlife.
- Announce arrival to the Marina by incorporating unique gateways at vehicular, bicycle, and pedestrian access points.

### **Recreation and Activities**

Marina del Rey features an array of activities on land and water. Community members recognize this as the strength and attraction of the Marina. Non-motorized and motorized boating stakeholders as well as community members emphasized that boating is especially critical to the Marina's culture and economy. Boating-related issues raised by the community ranged from a lack of waterside directional signage to the need for tie-up boat slips near restaurants and at the waterfront to access landside facilities. The consultants also noted the importance of the recreational character of the Marina and provided suggestions for how to minimize conflicts between these users and other visitors and residents.

The waterfront and the Promenade were also highlighted as critical components of Marina del Rey. In addition to the access and circulation issues discussed above, the Promenade is underutilized and some felt that it can be unsafe for co-existence of different uses.

- The take-away ideas from the public and consultants concerning recreation and activities are:

- Minimize locations where boaters and trailers interact with other modes by creating and maintaining access areas separate from those for general harbor visitors.
- Include a trailer queuing area prior to and following boat launching.
- Enhance boater amenities at Marina Beach and provide additional facilities for non-motorized boaters in other Marina locations.
- Install dinghy docks at visitor-serving and civic locations such as restaurants, shops, and the library.
- Expand family-oriented recreation opportunities.
- Promote the area's wildlife-viewing opportunities.

### **Public Gathering Spaces**

Many of the participants expressed a desire to see more spaces for people to gather and enjoy the amenities that the Marina has to offer. The impression was that while the Marina currently offers a number of places for people to engage in outdoor activities, there could be more opportunities provided in all parts of the Marina. The consultants also noted that public gathering spaces are essential in defining places within the Marina.

The take-away ideas from the public and consultants concerning public gathering spaces are:

- Develop vibrant waterfront public gathering spaces at strategic locations and supported by recreation, food, and entertainment options.
- Use public gathering spaces as focal points for new development.
- Use new public gathering spaces as view corridors to the water and activities occurring upon it.
- Provide traditional green park space on the west side of the Marina.
- Provide additional lighting along the promenade and throughout the Marina (waterside and landside) to increase safety.
- Install street furniture at public gathering spaces.

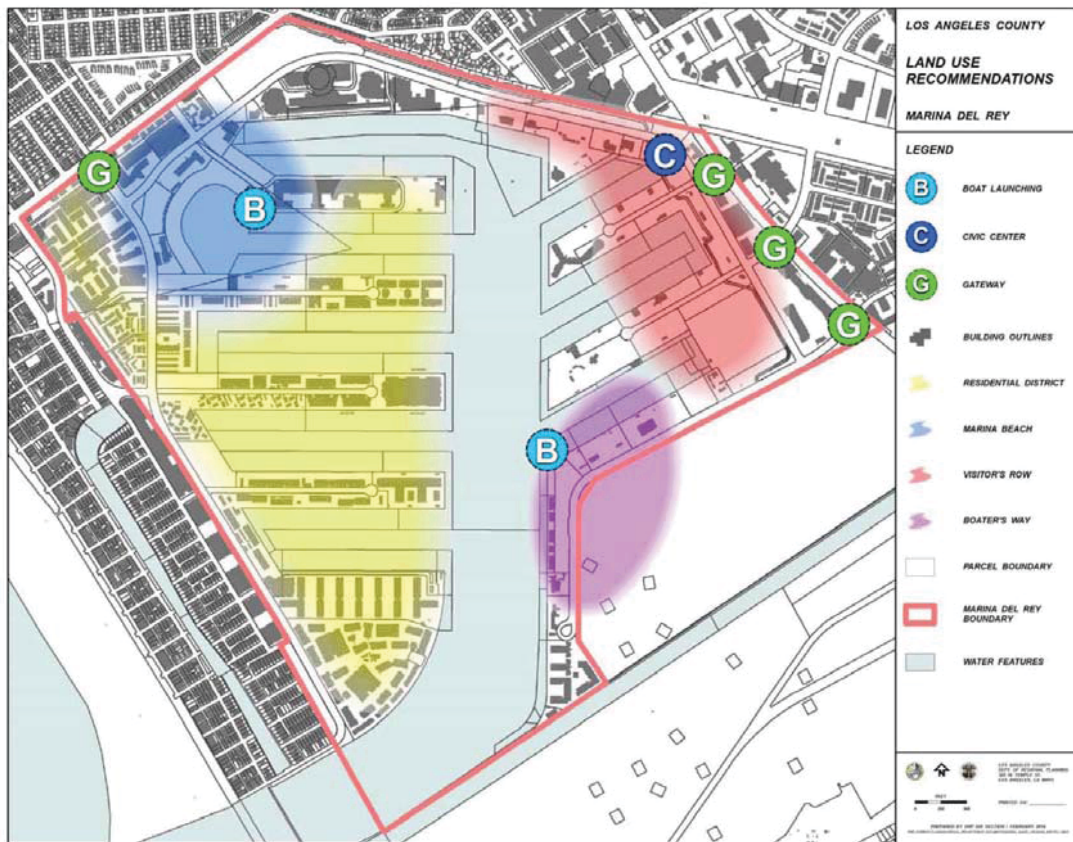
## RECOMMENDATIONS

Marina del Rey should be a safe, easily-navigable, attractive, enjoyable, and economically-robust community for everyone, whether they are visitors, small-craft boaters, residents, shoppers, business proprietors, bicyclists, or curious tourists. Based on the extensive community input and analyses from the technical and consulting teams, to the Department of Regional Planning developed a series of recommendations that will help guide the development of Marina del Rey into a world-class and vibrant destination and community.

### Land Use Recommendations

The results of the public input gathered and the technical work prepared by the consultants were combined to identify the types of uses that could be located successfully within Marina del Rey and general locations for their development. Using this information, the County makes the following land use recommendations:

- Group land uses into four districts.
  - The Residential District is intended to remain a predominantly residential area.
  - Marina Beach is intended to be developed with marine-related, beach-oriented, and other related uses.
  - Visitor's Row is intended to be developed with visitor-serving uses.
  - Boater's Way is intended to be a boating center where boating-related businesses and services are located.
  - Relocate the existing boat storage and launching facility from its current location along Admiralty Way to the area occupied by visitor-serving retail and commercial uses at the end of Fiji Way adjacent to the main channel.
  - Retail boat service, repair, and operations uses in the area at the southerly end of Fiji Way.
  - Redevelop parcels 49M/R/S as a major visitor-serving, entertainment, and retail center.
  - Co-locate visitor's center, harbor administration offices, and the Lloyd Taber-Marina del Rey Library around the area currently occupied by the Library.
  - Enhance the non-motorized boating area at Marina Beach and elsewhere in the Marina.
  - Develop urban design guidelines to assist in the design of public and private redevelopment projects.

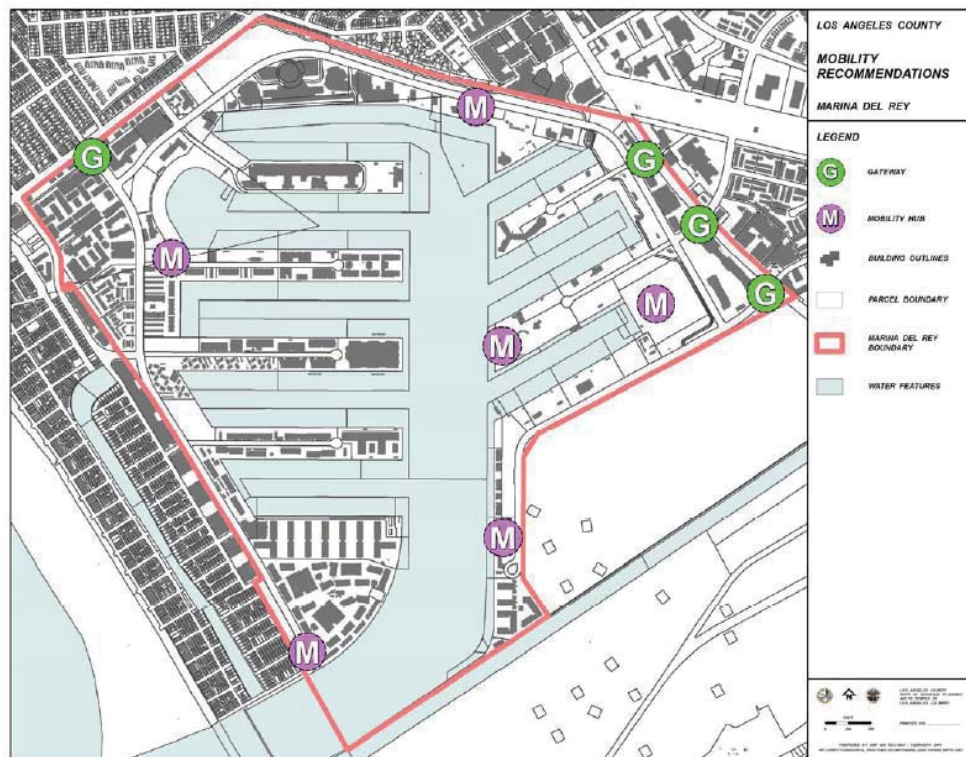


### **Mobility Recommendations**

The results of the public input gathered and the technical work prepared by the consultants were combined to identify a series of enhancements to the mobility and circulation system that would improve the ability of people to get around the Marina efficiently and safely. Using this information, the County makes the following mobility recommendations:

- Develop multi-modal mobility hubs that would co-locate vehicular, transit, bicycle, and pedestrian facilities at strategic locations throughout the Marina and serving each district.
- Develop park-once districts around the mobility hubs to allow people to quickly enter the Marina, park, get out of their cars, and navigate the Marina without the use of cars.
- Improve directional signage.
- Develop gateway signage at main access points to the Marina.
- Enhance bicycle and pedestrian paths and the overall walkability of the Marina.





## IMPLEMENTATION PROGRAM

### Intended Use of the Visioning Statement

Implementing the recommendations discussed herein can be achieved through a number of mechanisms, including enhancements to existing development and by requiring redevelopment projects comply with design guidelines. The Marina del Rey Visioning Statement will serve as a guide for future development in the Marina. County departments will refer to this Visioning Statement to guide:

- Decisions concerning individual project components.
- Negotiations for lease extensions and new leases.
- Work programs for County departments with responsibilities in the Marina.
- Policy changes regarding the Marina del Rey Local Coastal Program.

### Implementation Actions

This section identifies actions to implement the contents of this vision, as well as the department responsible for implementation. The following table details whether an action could be accomplished in the short-term or in the long-term. The County will undertake the short-term implementation actions as its priorities while incorporating the long-term actions into the work programs of the appropriate department or agency.

Implementation Action Implementing	Agency
<b>Short-Term</b>	
Develop urban design guidelines to inform the look, feel, character, and composition of both public and private areas in the Marina	DRP/DBH/DPW
Designate mobility hub locations so shared parking agreements and facility consolidation, waterbus route optimization, land-based public transportation expansion, and bicycle and pedestrian facility improvements can occur	DRP/DBH/DPW
Construct continuous waterfront promenade where safety allows	DRP/DBH
Develop community-level signage plan to strategically locate branding, informational, and on-and off-site directional signage	DRP/DBH/DPW
Install both landside and waterside gateway improvements at Marina access points	DBH/DPW
Install bicycle path improvements and safety enhancements, such as lane striping and directional signage	DPW/DBH
Provide non-motorized boating amenities at Marina Beach	DBH
Upgrade amenities at Marina Beach, such as shade structures and restrooms	DBH
Develop landscaping species menu	DBH/DPW/DRP
Install plan-consistent public realm landscaping	DBH
Construct Parcel 9 wetland park	DBH
Identify revenue source(s) in addition to the Accumulative Capital Outlay fund to provide resources necessary to implement public realm improvements in lease negotiations	DBH/BOS

<b>Long-Term</b>	
Partner with community groups and organizations to develop and provide low-cost boating opportunities and recreational activities	DBH
Acquire strategically-located lease parcels	DBH
Construct dinghy docks at public facilities	DBH
Expand operation of waterborne and landside public transportation services	DBH
Strategically relocate and consolidate public parking	DBH
Relocate boat launch ramp and boat storage facilities	DBH/DPW
Consolidate civic facilities into a single location	DBH/DPW
Implement infrastructure upgrades to Marina Beach	DBH/DPW
Construct public boathouse facility	DBH
Implement Burton Chace Park Master Plan upgrades	DBH
Implement water treatment and capture best management practices and strategies to improve water quality	DBH
Realign the bike path in conformance with the County Bicycle Master Plan, the Marina del Rey Land Use Plan, and the mobility plan	DPW
Implement a bike share system	DBH/DPW
Install plan-consistent public realm landscaping	DBH
Construct continuous waterfront promenade where safety allows	DRP/DBH
Provide expanded visual access to the water at key locations	DBH
Attract a regional-draw-type use to the Marina	DRP/DBH

BOS \_ Board of Supervisors  
DBH \_ Department of Beaches and Harbors  
DPR \_ Department of Parks and Recreation  
DPW - Department of Public Works  
DRP \_ Department of Regional Planning

#### **Annual Work Programs**

The implementation actions identified in the table above will be accommodated by the annual work programs of DRP, DBH, and DPW, as staff and resources become available, and as land use opportunities arise.

#### **Urban Design Guidelines**

The guidelines will be crafted such that they provide direction on appropriate redevelopment and infrastructure projects so the Marina is developed in a consistent, coherent, and high-quality manner. Unlike the Marina del Rey Specific Plan, which contains detailed development standards, the design guidelines are intended to shape the general character, look, feel, and composition of Marina del Rey.

The guidelines will not be certified by the California Coastal Commission or adopted by the Los

Angeles County Board of Supervisors. Instead, they will serve in an advisory capacity to allow the contents to evolve over time as needs, tastes, and trends change. It is expected that the guidelines will be used by the development community, staff at DRP and DBH, and the Design Control Board to guide and inform redevelopment in the Marina.



## **BACKGROUND**

### **History and Setting**

Marina del Rey is an unincorporated community in Los Angeles County bounded by the City of Los Angeles on all sides with Washington Boulevard on the north, Lincoln Boulevard and the Ballona Wetlands on the east, the Ballona Creek and Marina del Rey harbor entrance channel on the east and south, and the community of Venice on the west. Marina del Rey encompasses 807 acres, and the area's land and water is owned by the County of Los Angeles and leased to private leaseholders on long-term agreements. Today, it is the largest constructed small-craft harbor in North America and Marina del Rey is home to approximately 9,000 residents.

Marina del Rey as it exists now was a long time in the making. Construction of the jetties for the present entrance channel began in December 1957, but efforts toward realizing a harbor at this location actually began some twenty years earlier. After many years of construction delays, storm damage, and other assorted development problems, Marina del Rey eventually progressed toward completion. A formal dedication of the Marina del Rey Harbor was held on April 10, 1965.

### **Visioning Process**

In April 2013, the Los Angeles County Department of Regional Planning (DRP) embarked on a wide-ranging outreach effort to solicit public input in crafting a vision for the future of Marina del Rey. The ideas generated by the community over the course of the process have been used to develop future policy and implementation strategies for improving this important County asset.

As part of the comprehensive community outreach process, DRP staff worked with the outreach consultant to design and initiate a broad-based community dialogue informed by targeted research and information gathering. The team employed a range of methods and formats to provide opportunities for the whole of the Los Angeles County community to participate, with an emphasis on the process being interactive. The outreach program included community workshops and an interactive website to enable a virtual marketplace of ideas accessible by all.

These sessions generated valuable input and insights as to how residents and visitors interface with the Marina on a regular basis, setting the foundation for further research and discussions with the community.

County staff also fielded telephone calls and emails from many individuals and met with individuals requesting additional information and wishing to contribute their ideas and voice their concerns.

The County used the data accumulated during the visioning process to develop a new vision for guiding development in the Marina over the next 15 to 20 years. This Visioning Statement is the framework that will guide the Departments of Regional Planning, Beaches and Harbors, and Public Works with the delivery of public services that reflect the future needs of the community.

### **Background Studies**

Following this document are a series of technical memoranda detailing the design of the outreach process, existing conditions, analyses performed, and recommendations made by the outreach, market, mobility, and architecture/ urban design firms that assisted DRP in the Marina del Rey visioning process. These memoranda, along with the input received from the community and stakeholders, form the foundation upon which the recommendations described above are based.



**From:** [Ira Teller](#)  
**To:** [Laura Herrington](#)  
**Cc:** [Gina Natoli](#); [jschwartz@blaschwartz.com](mailto:jschwartz@blaschwartz.com); [JeniferAntonelli@actionlife.com](mailto:JeniferAntonelli@actionlife.com); [jaygeissinger@yahoo.com](mailto:jaygeissinger@yahoo.com); [navidasgari@yahoo.com](mailto:navidasgari@yahoo.com); [s.isenberg@impactav.com](mailto:s.isenberg@impactav.com); [mdavidson@actionlife.com](mailto:mdavidson@actionlife.com); [calfieri@actionlife.com](mailto:calfieri@actionlife.com); [jesse@jesseweinberg.com](mailto:jesse@jesseweinberg.com); [debpodus@aol.com](mailto:debpodus@aol.com); [robertsides@hotmail.com](mailto:robertsides@hotmail.com); [designingbytricia@yahoo.com](mailto:designingbytricia@yahoo.com); [nicolepohn@gmail.com](mailto:nicolepohn@gmail.com); [pm2pt5@gmail.com](mailto:pm2pt5@gmail.com); [natsuesmith@gmail.com](mailto:natsuesmith@gmail.com); [Greg Strause](#); [Kevin Finkel](#)  
**Subject:** Re: Marina Visioning Statement  
**Date:** Saturday, May 10, 2014 2:31:42 PM

---

Hi Everyone.

I thought you might be interested in the 2 emails I received today, which pertain to our efforts to keep the Marina as it was intended, not as it could be redeveloped.

Best,

Ira Teller

From Roslyn Walker

12:32 PM (1 hour ago)

to me

Hi Ira,

In the event you are still interested in or know others who may be interested in the prospective County plans on Admiralty across from our buildings, etc., BRUCE RUSSELL has been quite active for a long time in this area and has written a book he has titled, in part, "The Sell-Out of Marina del Rey." I have a few copies of these books and am sending you his email to me regarding this subject. For people interested in this subject, reading the book through to the end would, I believe, be quite informative and helpful.

I'll be glad to give you a book if you are interested.

Please let me know and I'll leave it at the desk for you.

Just curious, has anything further transpired with any of our buildings here in this regard? Now is the time!!!!!!

r

o

zwalker

(310) 301-9196

Begin forwarded message:

From: Robert Russell <bxrussell1@aol.com>  
Subject: Re: BOOKS  
Date: May 10, 2014 at 12:18:30 PM PDT  
To: rozhen@mac.com

Roz, Not too late. I believe I am addressing Venice Neighborhood

Council May 20 and also lined up for talking to Oxford Triangle and Del Rey Neighborhood Council. Message is that county is creating a traffic nightmare by turning low traffic boatyards on Admiralty Way into high traffic shopping malls (they have announced Trader Joes which is highest traffic of all), Aim is to get the county to back off.

Fortunately the county is over a barrel on one of their malls because they have to move the public launch ramp between Mindanao and Fiji before they can instal shops and the move is costly and unpopular with boaters. Any neighborhood pressure will come in useful and if you have any sort of homeowners outfit in Regatta I'd be more than willing to make a presentation based on book. County is holding meeting of Small Craft Harbor Commission in Burton Chace Park 6 p.m. May 28 about their stupid visioning process which is simply a cover for their own expansion and it is where the launch ramp move project came up.  
cheers.. bruce

On Tue, Apr 29, 2014 at 2:42 PM, Laura Herrington <laurah@hydraulx.com> wrote:

> My apologies, it is Tuesday, the 13th!

>

> Laura Herrington

>

> Asst. of Greg and Colin Strause

> Hydraulx

> 12901 W. Jefferson Blvd.

> Los Angeles, CA 90066

> 310-319-2300 (Office)

> 314-703-2407 (Cell)

>

> -----Original message-----

> From: Laura Herrington <laurah@hydraulx.com>

> Sent: Tuesday 29th April 2014 14:35

> To: Gina Natoli <gnatoli@planning.lacounty.gov>

> Cc: ischwartz@blaschwartz.com; JeniferAntonelli@actionlife.com;

> jaygeissinger@yahoo.com; navidasgari@yahoo.com; s.isenberg@impactav.com;

> mdavidson@actionlife.com; calfieri@actionlife.com; jesse@jesseweinberg.com;

> debpodus@aol.com; robertsides@hotmail.com; designingbytricia@yahoo.com;

> nicolespohn@gmail.com; teller.ira@gmail.com; pm2pt5@gmail.com;

> natsuesmith@gmail.com; Greg Strause <greg@hydraulx.com>; Kevin Finkel

> <kfinkel@planning.lacounty.gov>

> Subject: RE: Marina Visioning Statement

>

> This meeting is scheduled for Tuesday, May 14th @ 10a. It will take place in

> the board room at the Cove which I have already reserved. If you are

> attending please let me know!

>

> thanks,

>

> Laura Herrington

>

> Asst. of Greg and Colin Strause

> Hydraulx

> 12901 W. Jefferson Blvd.

> Los Angeles, CA 90066

> 310-319-2300 (Office)

> 314-703-2407 (Cell)

>

>



**From:** [Marina Del Rey Sportfishing](#)  
**To:** ["Marina Del Rey Sportfishing"](#)  
**Subject:** FW: Visioning!!  
**Date:** Thursday, May 22, 2014 12:05:27 PM

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With all due respect , I feel that The Powers That Be in the visioning process do not fully comprehend Marina del Rey Sportfishing, and with the imminent loss of Dock 52 and now Fisherman's Village in question, I have yet to see anything definite for the future location of our operation...

Last year, Marina del Rey Sportfishing's fleet of five 40' to 75' boats took about 30,000 people out on our various public and private sport fishing trips, another 12,000 or so Whale Watching and ECO Touring as well as nearly 1,000 kids from the Los Angeles area on our youth fishing program, and students from Braille Institute, Foundation for Jr Blind, Disabled American Vets and other similar organizations.

That is over FORTYTHOUSAND persons. Diverse, from all walks of life; Women, men, kids and seniors and families from all over The World, The Nation, The State, The County and Cities!

I will dare say that Marina del Rey Sportfishing is quite probably the Largest Provider of Public Access To The Water in Marina del Rey and we strive to provide this service at as affordable price as possible so that as many folks as possible can come enjoy .

Above all else, We have Two Basic Must Have Requirements: Live Bait and Parking. Unlike any other charter operators, we need Live Bait, Lots of it, so Adequate Live Bait Receivers with at least a 1,500 scoop capacity are A Must, and we need Adequate Parking and it really has got to be steps from our dock.

LIVE BAIT: Live Bait Party Boat Sportfishing is a unique So Cal activity and every harbor from San Francisco to San Diego has a live bait facility. We need the bait capacity serve the daily needs of our fleet, to sell to private boaters and so we can stockpile bait when we have the chance so we have a supply when the anchovies and sardines get scarce and the receivers have got to be located in an area with plenty of current, not back in a basin, so's to ensure a constant supply of water to the fish in the wells. The recent anchovy die off here is a glaring example of this need.

PARKING: Adequate Close To The Dock Parking is a must. Fishing is an equipment intensive sport and at least half of our customers bring their own rods, reels, tackle boxes, ice chests etc. and after their trip, they'll usually have gunny sacks of whole fish or zip lock bags of fillets as well as their gear. Just imagine having to drag all of this any distance to your car, or mingling with non fishers on a packed bus or shuttle on a hot August Sunday afternoon.

As an aside, At our current Fisherman's Village location, we are also probably the only spot in Los Angeles County where the general public can easily and safely come and see a real, live working fishing dock! On weekends, often hundreds of people line up along the boardwalk above our docks, and bait wells where they enjoy the view, watching and photographing and painting pictures of our nets and boats and equipment and sea life and just taking in the sights and smells...Everything that comes along with a Real, Working fishing dock.

Marina del Rey Sportfishing, a Core Use in Fishermans Village and one of the first viable businesses in The Marina when it opened is All For redevelopment in The Marina, provided it is done in a reasonable, realistic and responsible manner and that our unique, special needs are met.

We are proud to be here, nearly 25 years under current managment, and strive to continue to provide a service and operation that everyone assoiciated with Los Angeles County can too be justly proud of.

Sincerely,

Rick Oefinger, President

# The Bridge Group

3844 Channel Islands Blvd. • Suite 516 • Channel Islands, CA • 93035 • Phone (805) 263-6455 • Fax (805) 263-6787

ADDRESS CHANGE: 1237 S. Victoria Avenue • Ste 506 • Oxnard, CA 93035 • Phone & Fax Numbers remain the same

May 27, 2014

Mr. Allyn Rifkin, Chair  
And Members  
Marina del Rey Small Craft Harbor Commission  
Los Angeles County Department of Beaches and Harbors  
13837 Fiji Way  
Marina del Rey, CA 90292

Mr. Peter Phinney, Chair  
And Members  
Marina del Rey Design Control Board  
Los Angeles County Department of Beaches and Harbors  
13837 Fiji Way  
Marina del Rey, CA 90292

RE: MARINA DEL REY VISIONING PROJECT

Dear Honorable Chairmen and Members:

I am writing to urge you and the other County leaders to carefully consider before opining on the relocation of the Public Launch Ramp to the Fisherman's Village area and the concurrent relocation of its uses to the Launch Ramp site. Please know I make my comments respectfully and out of concern for the future of Marina del Rey. I also make them with hindsight. It is my intent to focus my comments primarily on the Fisherman's Village use relocation, although some discussion of the launch ramp cannot be avoided.

I have been carefully following the County's Visioning Program and have great regard for Ms. Natoli and others who have worked diligently to secure input from the community. I eagerly supported their efforts and made certain they were aware of key community members who may not have been obvious to the County. Like others I anticipated great results. Despite the fact that in recent years the Marina has gone through two prior significant but unsuccessful attempts at forward planning, many, like me, reasoned that this is a whole new team at both RP and DBH: new thoughts, new ways, new process.

To be honest, my heart sunk when the Plan was published. Although it contains many worthy and notable aspects I was shocked and disappointed to see that a plan to relocate the Public Launch Ramp and its adjacent uses to the Fisherman's Village site and its adjacent parcels was, again, on the County's agenda. For me, this one scenario overshadowed everything else. When checking with others, I verified it was a *complete surprise* to every person I spoke with. It hit hard because neither RP nor DBH once brought up, suggested, intimated or sought feedback on this concept as a possible use alternative in *any* of its meetings or discussions, big or small.



It is true that many commented on the need to make certain that future Marina plans include a focus on boaters, boating and access to marine activities. I would wager, however, that not one of these individuals would say their comments were intended to support or even suggest a relocation of the launch ramp. What they were talking about was the need for boater-adjacent parking for rowers, boater education for all ages, boater-focused amenities and public access to the water and water activities, both passive and active. Moving the launch ramp and its adjacent facilities was far from their thoughts, especially for the key MdR stakeholders who remember so well the angst and anger resulting from the Vestar project which also had the relocation of the launch ramp as a core component to its project. Never did any of us think the County would take that route again. And to exacerbate the situation, all but one of the Noble launch ramp configurations eliminates one of the only two boat maintenance facilities in MdR – just as the TMDL/copper boat bottom issue looms over the entire marina.

It is also true that the representatives of the MdR hospitality industry as well as numerous community stakeholders commented repeatedly about the need for desirable, contemporary and meaningful retail, restaurant and entertainment venues but, they were, in fact, focused on an *immediate* major improvement of Fisherman's Village site which they believed has been too long in the pipeline. This theme ran continuously throughout the Visioning hearings and the meetings. They wanted the County to move it forward now, not in the future.

### **THE BACK STORY**

There is and has been for many years an urgent and universal cry for the immediate redevelopment of Fisherman's Village. It comes from all sectors and, whether accurate or not, has been squarely aimed at the Lessee for not doing anything that could be seen and at the County for not making the Lessee redevelop. Hospitality Lessees have urged that tenants, such as unique restaurants, be secured that support the success of Marina tourism. These Lessees have grown weary of sending guests to Santa Monica or Los Angeles due to the dismal state of the Marina's only waterside "entertainment" venue. It is a fairly easy concept: MdR rooms sell because people enjoy/love staying close to the water, to participate in the water, to walk along the water, to dine beside the water's edge. Guests pay a premium to enjoy waterside sunsets and they want to do it in shorts! That IS how MdR sells its product worldwide. At the same time locals have been upset: They want the same venue as the tourist but also have a pride factor. Locals want a venue they can be proud of when they visit and when they bring their friends to visit. They want a contemporary waterside gathering place for both families and adult entertainment. And to the public, nothing of substance was happening.

Several months ago, after months of expressed public frustration at your Commission meetings that the redevelopment of Fisherman's Village was inexplicably on-hold, there was an outpouring of public appreciation when you and your members of your respective Commissions *both* gave unanimous and complete support for the *expeditious* demo/reconstruction of Fisherman's Village. The Lessee was present at both meetings and reported he was ready, willing and able to proceed. We all thought the process would begin to move. We were wrong. Stalling continued and no one understood the reason – until the Plan was announced. Then we all understood.

To be honest: I, like many, had heard the gossip: the reason FV was not moving forward was that there was a County plan afoot to relocate the launch ramp to Fisherman's Village. I dismissed this as rumor because, like some of you, I remember the Vestar project very well: Public and boater outrage was capped with restraining orders on the County and the potential Lessee, wrath was directed toward the Board of Supervisors, especially Supervisor Knabe and DBH Director Wisniewski. I remember that reputations suffered tremendously. It was the beginning of a downward slide that is just now calming as old memories fade and new stakeholders come into focus.

### **THE PURPOSE OF THIS LETTER**

Although I can speculate there may be other contributing factors, it is now obvious and undeniable that the reason Fisherman's Village redevelopment (which, as far as I know, has no detractors and only avid supporters) is being held up is because the County wants to relocate dry boat storage, boater parking and the Public Launch Ramp on this and the adjacent parcels, and to, concurrently, cluster entertainment and retail-type venues along Admiralty Way at the current launch ramp site.

I respectfully but strongly disagree with this Plan.

### **WHY THE LOCATION OF FISHERMANS VILLAGE SHOULD NOT CHANGE AND WHY ITS CURRENT LOCATION AND THAT OF THE PUBLIC LAUNCH RAMP ARE RIGHT**

#### **IT'S ALL ABOUT THE MAIN CHANNEL AND IS NOT A SIMPLE MATTER OF SWAPPING PARCELS**

The founding fathers of Marina del Rey got it right. The County cannot relocate the elements that make FV the perfect location for its uses any more than they can relocate the elements that make the Public Launch Ramp the perfect location for its uses.

- **MAIN CHANNEL WATER VIEW FROM THE LAND:** The Main Channel IS the perfect place to experience marine activities from land and Fisherman's Village is in the exact right location for visitors and residents to experience them. It is *the only place* in the whole marina that is an entertainment venue where locals can spend many leisurely hours touring the Marina in the water taxi, then enjoy a waterside meal while watching the action of the Main Channel. The activities that take place on the Main Channel ARE fun to watch, they are entertaining and interesting and varied. From minute to minute, from hour to hour, a visitor never knows what may pass by: Boats of every size, large graceful sailboats under

full sail, power boats with flying bridges, little electric boats with funny names, kayakers and rowers, kids learning to sail, seals and birds, fishing boats loaded with families out for a day on the water, boat races, fire boats spouting water, and parades -- all strutting their stuff.

- **LAND VIEW FROM THE MAIN CHANNEL WATER:** FV is also the perfect view from a boat entering the Main Channel. Imagine the difference in the boater's view if all he would see is a plethora of boats stored on an asphalt parking lot. There would be no colors, no flags, no people waving. Just boring silence where today he sees the colors of Fisherman's Village alive with people and music (or that of a beautiful big, new, exciting and expanded retail, restaurant, entertainment venue).
- **WATER VIEW FROM THE END OF A CHANNEL:** None of this excitement happens in the secondary channels. Marine activity at the culmination of H Basin which is where the Plan wants to relocate the FV use, is minimal and always will be. No matter how fancy, how upscale, how beautiful, the Main Channel is where the excitement and the fun is. To prove my point, may I suggest you invite those making these decisions to eat lunch at Café del Rey or Tony P's or the Warehouse. Great views of boats and fun to view -- but static. In contrast, ask the same people to consider the view of the main channel from Director Gary Jones' office. Ask Mr. Jones' which he prefers. It is obvious
- **THE LAUNCH RAMP LOCATION** We all understand the generalized stakeholder disdain for anything that even approaches a shopping center along the water and, conversely, the passionate support for anything that speaks and brings to the forefront "boating", "marina", "water access", "water view". Others have reported in detail the issues of Main Channel navigational complexities, and the Main Channel wind and its effect on basic boater safety. To that we add our concern that moving a well-used, well-designed and well-liked launch ramp from its current location to the Main Channel and thereby relegating boating out of sight, to "the back of the marina" may cause significant hostility as boaters and others will, predictably, perceive it as moving boating from a primary use at the forefront of the Marina to a secondary location, pushed out of public view -- all in favor of retail.

Admiralty Way is the "front door" to Marina del Rey. The three most prominent and well-known entry streets (Bali Way, Mindanao Way, Fiji Way) to the Marina all spill onto Admiralty. By creating a continuous shopping, entertainment, restaurant venue along most of the entire length of Admiralty Way (almost all the way to Via Marina), while eliminating obvious evidence of marine activities, is in direct conflict with what the Marina is all about. Marina del Rey has finally begun to move forward but legal action by opponents could result in development delay. It has already taken decades longer to re-develop within MdR than it has in the surrounding City. Bottom line: if the goal of the County leadership is to maximize dollars, the plan to relocate the Public Launch Ramp and replace it with retail and entertainment puts this in jeopardy. Every day development is delayed, money is lost. So, when it gets down to the core, no one wins and everyone loses.

## **THE ECONOMIC IMPACT OF DELAY**

**TIME IS MONEY** It is obvious that the need for redevelopment of the Village, a MdR icon, is a need **today**. It is obvious that redevelopment of a larger and more significant project, not remodeling what is there, is necessary to create a landmark project which will provide a

significant financial return to the County. It is obvious that the sense of local pride in this Marina del Rey icon will be restored and public and private embarrassment at its current condition will be gone. It is obvious that the name "Fisherman's Village" has served its time and needs to be updated. These facts are known to everyone. Also obvious is that the need is *now*, not later. Timing is critical. The Marina's hospitality businesses are fighting for a place on the world stage. How long will it take to raise cash, entitle, demo, re-build and relocate these uses? Five years? Ten years? Meanwhile the County's own assets are grasping and begging for support.

I am reminded:

Success in terms of time and financial reward *comes to those in MdR*  
*who fully recognize and accept*  
*that the primary purpose and venue of Marina del Rey*  
*is the Marina, the Water and the public access to it*

### **THE REALITIES OF MdR AND ITS WATERFRONT LOCATION**

- To be fast, efficient and effective in development, it is essential to recognize that the MdR stakeholders, including the California Coastal Commission, want (actually, demand) boating and water uses to be the **prime** attraction, not secondary; that, these same groups want great restaurants and entertainment to combine seamlessly with water uses and views.
- In the practice of planning and zoning, massing in the way being considered, is common. We understand these principals create success in many communities and, further, understand that municipal planners often employ zoning clusters such grouping together industrial uses and "working" uses in one area and exciting, traffic generating entertainment and retail, people-attracting venues in another, and residential uses in still another and that this practice contributes to the creation of an environment people like and in which they feel comfortable and "settled".
- *But we also know that Marina del Rey is different.* It is a very small environment; it cannot be everything or serve every need. We also understand that the Marina is not a blank page. Experience teaches us *stakeholders want, like and expect the County (and even the Lessees) to do all possible within logical reason to manage and plan the Marina around boating and marine activities.*
- *Stakeholders and visitors alike* want and expect to see the "working" or boating uses front and center. They come to see views of the water and want nothing to displace the water experience. They do not come to a Marina del Rey entertainment venue to seriously shop. They come to play, to dine, to relax, to experience the water. They go elsewhere for non-water-related retail. Boating and marine access IS the draw and IS the entertainment. Stakeholders and visitors have shown us they have no problem "hunting" for a remote entertainment location – and will support it with their dollars if it is contemporary, fun, interesting, educational, delicious, relaxed, safe – but it must be, first and uniquely, water-oriented. Without the water, it is just another entertainment /shopping center, no matter how fine or how fancy, it is no different than the hundreds all over L.A.

- The community and CCC have been adamant that they want boating and marine activities to be evident throughout the marina. Relocating the launch ramp off its current site because, presumably, the land could *potentially* bring greater dollars or because boat launching presents as an unexciting entrance to MdR is dangerous thinking. Dressed up and re-thought with related uses, the launch ramp can be a great MdR entry.

### **AND FINALLY, FINANCIAL SUCCESS FOR EVERY MdR SECTOR**

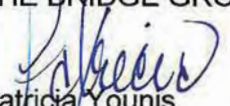
Although we have addressed the issue of water and marine access, it would be naïve to not emphasize that the seamless blending of uses is what compels financial success. The ADR of a hotel room with an active marine view is higher than one with a static city view. A person buying a cup of coffee or a couple lingering over a glass of wine in a Main Channel restaurant – all buy another because the kids in their sailing class are passing by or, in the next hour, a Tall Ship is due to enter the marina and the fire boats will soon be pumping giant streams of water in celebration. This ever-changing scene IS what compels a financially successful waterside entertainment project: the Subtenant sells more so the Lessee pays more rent at higher rates, and the County of Los Angeles collects more for the benefit of all its stakeholders. And, to know all of this is going on while day boaters of all experience levels launch and retrieve their boats from a safe and secure location. Great thought!

### **TO WRAP UP**

*I respectfully ask your respective Commissions to urge the County to evaluate with the utmost care and consideration the locations of these uses. The issue before you is not who is the Lessee or who is the potential Lessee but what is right use for each location in Marina del Rey and what location for what use will maximize the Marina's unique benefits for all the millions of people who will enjoy its splendor.*

Sincerely,

THE BRIDGE GROUP



Patricia Younis  
Principal

Cc: Don Knabe, Supervisor 4<sup>th</sup> District, Los Angeles County  
Gary Jones, Director, Los Angeles County Department of Beaches and Harbors  
Richard Bruckner, Director, Los Angeles County Regional Planning



**Thomas F. Armstrong, DDS DABDSM**

*Diplomate, American Board of Dental Sleep Medicine*

*\* Implant, Cosmetic, and General Dentistry*

*\* Dental Sleep Medicine-Oral Appliance Treatment for Sleep Apnea, Snoring, and CPAP Intolerance*

*\* Heart Health Dentistry-Oral/Systemic Periodontal Care*

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2100 18<sup>th</sup> Street    Bakersfield, CA 93301    Phone (661) 631-5580    Fax (661) 324-4813

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May 27, 2014

Mr. Gary Jones

Director, County of Los Angeles Department of Beaches & Harbors

13837 Fiji Way

Marina del Rey, CA 90292

Re: Marina del Rey Launch Ramp/Storage Facility Relocation Concept

Dear Director Jones,

This letter is in response to the proposed relocation of the existing Marina del Rey (MdR) boat launch and adjacent boat storage area from its present location to the Fisherman's Village area. Based on review of the various documents regarding this item, including the Project Memorandum developed by Noble Consultants, Inc. (dated June 12, 2013), several aspects of this proposal may result in increased risk of boating accidents and increased risk of legal liability to the Department of Beaches & Harbors, along with Los Angeles County. I believe that there are a number of inaccuracies and inadequately evaluated items that need to be brought to the attention of all parties, including the boating public that uses Marina del Rey and will be affected by the long-term consequences of any decisions made about this project.

As an enthusiastic boater, both power and sail, in Marina del Rey for over 46 years, I have first-hand experience with the variety of wind, wave, and tide conditions that are present there. In addition, I am familiar with the existing launch and storage facility, along with the area of the main channel by Fisherman's Village that is the proposed site for a new launch and storage facility. While currently residing outside the MdR area, I consider it to be my "boating home" and indeed have a boat there at the present time.

A few of many major areas of concern for the proposed relocation for which detailed additional evaluation is needed include:

- Cross-wind and cross-wave conditions that will affect the safe and expeditious launch and retrieval of boats
- Interference with MdR main channel traffic by boats entering and leaving the proposed launch area
- Safety issues with the myriad of small craft (kayaks, paddleboards, sailboats, and powerboats) that travel close to the seawall in the proposed launch area and will be at risk by boats that are launching or retrieving.
- Inadequately planned proposed launch float/dock space due to wind and wave effects



- Legal liability to Los Angeles County and Department of Beaches & Harbors as a consequence of questionable project concept and design.

These specific areas of concern are reviewed individually in the following discussion.

### 1. Orientation of Proposed Launch Ramp and Docks to Wind and Wave Direction

This is a critical factor in the usability of any launch ramp and float area for boats during the launching and retrieval process. The ideal position of floats for maximum use of dock/float space is parallel to wind and wave direction. This allows boats to be tied up on both sides without concern for wave and wind action causing them to be slammed and pounded against the docks.

This orientation is the current situation with the existing docks and launch ramp. The prevailing wind direction is “guided” along H channel so that it flows along the docks in a parallel manner. One can easily deduce this by observing that boats are launched and retrieved from the water using both sides of the docks (“floats”).

Not only is the wind guided along H Basin, but the wave action is similarly attenuated. By the time wind and waves have reached the docks, their velocity has decreased immensely from the main channel. This provides ideal conditions for the safe use of the existing launch ramp and docks.

This wind flow pattern is clearly documented in the Wind Study for Fisherman’s Village (2004) by Rowan, Williams, Davies & Irwin, Inc. referenced in the Project Memorandum and listed on the Marina del Rey visioning website.

Their flow diagrams show the severe crosswind condition of the proposed ramp location, and the greatly improved wind direction in H Basin at the existing public boat launch area.

On the other hand, the proposed relocation will place launch ramp docks in a cross-wind and cross-wave position. To quote the Project Memorandum (page 2), *“All of these wind directions result in cross-winds or beam winds during the launching and return of boats using the proposed relocated launch ramp that is aligned perpendicular to the Basin H seawall.”*

It should be apparent that some time spent actually observing the launch and return process by the consultants and department staff and directorship would go a long way to understand in detail why the proposed relocation is not in the best interest of boaters.

Not only is the proposed launch location in a cross-wind situation, but it will expose boats being launched and retrieved to the full force of wind and wave conditions. This in itself is a safety concern, increasing the difficulty of maneuvering any boat in close quarters.

In its Project Memorandum, Noble Consultants has made multiple errors in discussing this cross-wind and tide flow orientation of the proposed launch and comparison with the current launch ramp and docks. In particular, Noble Consultants further state that *“This is the same wind direction that boats docking within Basin H experience, and should be a favorable condition when temporarily using the launch ramp boarding floats, departing from the boarding floats or returning to the boarding floats.”*

First, as explained above, the wind direction is quite different at the existing launch area. It is definitely not a cross-wind. Secondly, concern for Noble Consultants’ expertise and real-world boating experience

is clearly illustrated when they suggest that a cross-wind condition provides a “*favorable condition when [temporarily] using the launch ramp boarding floats...*”

These statements are in complete contrast to general design and engineering guidelines for the construction of marinas and small craft harbors. One can find numerous references stating that a cross-wind orientation is very much undesirable for launch areas and associated docks.

A very small sample of reputable references regarding marina design includes:

California Department of Boating and Waterways (DBW), Division of Boating Facilities *Layout and Design Guidelines for Marina Berthing Facilities*. These have been regularly updated and published since 1960; Department of Defense, UNIFIED FACILITIES CRITERIA (UFC) DESIGN: SMALL CRAFT BERTHING FACILITIES. Current edition published in 2012; U.S. Department of the Interior, Bureau of Reclamation, RECREATION FACILITY DESIGN GUIDELINES; and the American Society of Civil Engineers (ASCE) *Planning and Design Guidelines for Small Craft Harbors*

The contraindications of cross-wind and cross-wave docks and launch ramps are well documented in these and a plethora of additional publications that describe the standards for these types of construction throughout the world.

Perhaps most pertinent to this discussion is the student manual for the UCLA MAC (Marina Aquatic Center) Basic Sailing classes. This clearly identifies the problems of cross-wind docks in Marina Del Rey with the instructions:

**“Sailboats shall never be left unattended on the windward side of the dock — even small waves can cause a great deal of damage by banging the boat into the dock. While alongside, hold boats away from the dock. Do not put your vessel into the water until you are ready to complete rigging and depart the dock as soon as possible.”**

Obviously, UCLA’s goal is to minimize damage to their fleet from windward side docking!

There is no justification for initiating this proposed launch facility relocation concept with obvious defective conceptual, location, and design aspects involved from the start.

## 2. Safety issues deriving from interference of main channel traffic by boats entering and leaving the proposed launch area

A serious consequence of relocating the boat launch ramp and accompanying docks to the H Basin Seawall/Fisherman’s Village area will be the creation of a hazardous traffic pattern due to slow-moving boats suddenly maneuvering into the main channel from the launch point. This is akin to a slow moving automobile in the merge lane not able to accelerate to the speed of oncoming cars, this creating a blockage to the smooth flow of traffic on one of our freeways. The slow-moving car causes others to back up behind it, with an all-too-common accident occurring. We have all had that experience!

The proposed launch ramp location will create a similar traffic hazard caused by slow-moving boats essentially being part of the main channel traffic as soon as they leave the launch dock. The opposite traffic risks will occur when boats will be slowing down as they approach the launch ramp to pull out. These boats moving at reduced speed will create monumental disruption in the overall boat traffic with ensuing risk of accidents and potential serious personal injury and possible damage to the actual launch ramp docks and surrounding facility if an out-of-control boat should collide with them.

This will be a direct result of removal of the “buffering zone” that the existing H Basin launch ramp provides. In other words, boats leaving the present launch area are able to gradually determine the optimal entry point into the main channel traffic pattern as they are slowly moving away from the docks along the H Basin channel. This minimizes the risks associated with sudden intrusion into the path of ongoing boat traffic.

Again, the Project Memorandum from Noble Consultants is significantly misguided regarding this when it states that *“Boats using this proposed launch ramp location and its alignment will have immediate and direct access to Marina del Rey’s main channel, and therefore will have less likelihood of boat traffic congestion versus traveling the length of Basin H when using the existing boat launch facility.”*

As succinctly explained above, the ability for boats to travel the short distance along Basin H and assess the main channel traffic before merging into it is actually an advantage of the current launch location. Forcing boats immediately after moving into the launch dock into the main channel will create congestion and a hazardous situation.

Any experienced boater knows that there is a large amount of “tidying up” on any boat once it has pulled away from launching docks. These activities include pulling up fenders, pulling in and stowing mooring lines, and generally preparing the boat to enter more trafficked areas. None of this can be done until the boat is actually moving away from the dock. The few minutes in H Basin/Channel allows these activities to be accomplished easily and safely.

A similar process must occur when a boat is preparing to dock. The boat must be slowed down and properly headed to the dock, mooring lines have to be ready, and fenders lowered into proper position. This takes time and distance.

With the proposed launch/retrieval area intruding into the main channel, these activities will be hurried with increased risk to crew, surrounding boats, and boats moored to the dock or on the launch ramp itself.

### 3. Safety issues from boats launching or retrieving from the proposed ramp area in close proximity to the numerous small craft in the area.

One of the advantages of Marina del Rey is the many areas available for small water craft to move around in. One of the common sites on any busy boating day are the numerous small boats, many operated by inexperienced sailors, kayakers, paddle--boarders, or motor-boaters, moving along the edges of the main channel. They often cluster in the Fisherman’s Village area.

This situation presents a definite safety hazard with boats leaving the proposed launch ramp/dock floats and the skipper and crew immediately focused on crossing the inbound traffic lane without incident, and then traversing the sail zone to reach the outbound traffic lane. Combine this with often inexperienced operators on small, hard to see watercraft, and this is an obvious recipe for accidents and injury. The possibility for a serious collision in these circumstances is immense. Not only a collision, but a potential drowning if a small craft is capsized and a non-swimmer boater dumped into the water and panics.

One can easily expand this scenario to a situation where a large, incoming power or sailboat, with limited visibility by the helmsman and minimal maneuvering capability, coupled with an pre-occupied boater just leaving the dock, could result in a major collision with numerous ramifications.

These potential problems would be readily apparent to any knowledgeable boater familiar with the layout and traffic pattern in Marina del Rey. It is, therefore, very disconcerting that these were not acknowledged in the Project Memorandum prepared by Noble Consultants.

#### 4. Inadequately planned proposed launch float/dock space due to wind and wave effects

As comprehensively discussed in #1 above, the proposed relocated launch ramp and dock area will be subject to crow-wind and cross-wave action. This will essentially make the windward portion of the proposed dock space unusable due to risk to both boats and embarking/disembarking boaters from sudden, forceful movements against the dock surfaces.

While full of errors, the Noble Consultants Project Memorandum did correctly describe the tidal current problems relative to the proposed dock direction – *“Additionally, both the ebb and flood tidal currents should be either entering Basin H (flood current) or exiting Basin H (ebb current) which would be in a perpendicular (beam) direction to the boarding floats.”*

Unfortunately, Noble Consultants did not grasp the full significance of this problem vis-a-vis the creation of a dangerous condition in the proposed relocated launch area.

Boaters are taught or have learned to approach moorage from the downwind, downcurrent, and downwave direction to improve control, assist maneuvering, and minimize damage to boats and docks. The proposed launch orientation forces boaters, including beginners, into the most demanding and risky situation possible in Marina del Rey.

Essentially, this orientation will result in half of the proposed docks being unusable, and create congestion and safety problems as boaters attempt to use only the preferred downwind side of the docks. In other words, you are creating a major dock space shortage with the proposal as it stands now. **This can only be remedied by doubling the proposed dock space to match the space at the current location.** Keep in mind that on a busy boating day, the current dock space is barely adequate – there are many instances when boaters must wait until sufficient dock space is available before launching. Not only that, but it is common to see boats arriving to pull out circling while waiting for dock space to become available to allow removal from the water.

The reason this is not a problem at the existing launch is that it is situated in an ideal position relative to prevailing wind and wave conditions. This was thoroughly researched when Marina del Rey was originally built to provide the safest place to launch and retrieve boats. The wisdom and foresight of the original engineers and their design for the Marina del Rey boat launch has been proven over the years.

With this in mind, there is insufficient space available as the proposal stands to accommodate the real dock space necessary for the heavy use it will be put to. As laid out at present, the design for the relocated launch facility does not allow boaters to enter and leave in a safe, predictable manner.

#### 5. Legal liability to County of Los Angeles Department of Beaches & Harbors as a consequence of poor project concept and design

This issue should be of great concern to all county agencies and departments involved in formulating and potentially executing the proposed MdR launch relocation. In addition, the design firm that produced the Project Memorandum, Noble Consultants, must also be aware of the legal liabilities associated with a project of this nature exhibiting clearly demonstrated and documented flaws and errors.

It is a fact that we live in a litigious society, and our contingency fee legal system encourages the filing of lawsuits for personal injury on a speculative basis.

The conceptual and design flaws addressed in this document will provide a fertile basis for a “deepest pocket” legal suit at the first hint of a boating accident or injury as a consequence of relocating the MdR

launch from what is clearly the ideal location to what should be considered a very unsafe and illogical one.

Make no mistake, in the event of a personal injury lawsuit, the widest net for responsibility will be cast by the plaintiff's legal team to include the various Los Angeles County agencies, in particular the Department of Beaches & Harbors, along with their administrators who played a role in this project.

Not only is there huge potential for long-term series of personal injury lawsuits based on the poor concept and design of the proposed launch relocation in Marina del Rey, but one must also look towards the very likelihood of negative publicity in various public and social media that would accompany such legal activity. It is doubtful that any county agency, administrator, or consultant involved in this proposed project would emerge unscathed.

### Conclusions

Based on review of a variety of information pieces associated with this proposal by the Beaches & Harbors Department to relocate the Marina del Rey public boat launch ramp and adjacent docks and storage area to a site at Fisherman's Village, it is apparent that there are significant concerns for this project. With these well documented contraindications as described in detail above, the following must be concluded:

1. There is no reasonable justification for relocating the existing public boat launch and adjacent facility. All arguments and alternatives presented to date are seriously flawed. The existing launch area, as designed by the original experienced boaters and engineers in the early 1960's, has demonstrated that it is ideal. Such a move of the launch area would result in a variety of dangers as a result of deleterious wind, wave, and traffic conditions to the entire boating community that enjoys Marina del Rey.
2. The Project Memorandum prepared by Noble Consultants is riddled with gross errors and conclusions that cannot be substantiated by actual experience of launching and boating in Marina del Rey. This lessens its credibility to provide substantiation for the proposed changes in Marina del Rey. While Noble Consultants may be highly qualified for large scale projects (after all, they have produced several conceptual and general documents relating to the MdR area), and certainly their principal engineers have multiple levels of training and industry awards, this does not replace time on the water in a small, ramp-launched boat with onsite exposure to both the existing launch area and the typical boating congestion and conditions found at the Fisherman's Village section.

### Recommendations

There is only one main recommendation that logically follows from the information presented above – the existing Marina del Rey launch ramp, docks, and adjacent storage area should remain in their current, proven location, and the proposed relocation project should be abandoned.

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Please allow a bit more discussion about the long-term plan for Marina del Rey.

The Marina is a true “gem” for Los Angeles and the many uses that it is designed for. However, one must not lose sight of its original purpose – that of a pleasure boating small craft harbor.

While the MdR Visioning plan is commendable as a concept, this proposed launch relocation project exposes the challenges in moving from a large scale approach to actual “nuts and bolts” implementation. One must diligently look for signs that something that sounds good on paper will not work as well in reality.

This is clearly the case in terms of moving the boat launch. There is simply no way to improve on the current boat launch location as designed by the original MdR engineers and designers. It has stood the test of time. The *Marina del Rey Visioning Statement* prepared by the Los Angeles County Department of Regional Planning, despite its lofty goals, is quite mistaken when it mentions, under the section “Urban Design” (page 9) that part of the MdR plan is to

“Develop a new boat launching and storage facility in and around the area currently occupied by Fisherman’s Village. *This facility would be equal to or better than the current launching facility and would be required to be operational prior to removing the existing facility [italics added].*”

Definitely a mistake if carried out (as clearly reviewed in this letter).

To bring up another topic for a moment, and considering that the *Marina del Rey Vision Statement* continues to be questioned by many, I would like to propose a paradigm shift in viewing the “Visitor’s Row” section as illustrated on page 4 of the Executive Summary in that statement. This approach may solve much of the controversy regarding the proposed launch relocation and development of the existing launch area into a shopping center.

Quite simply, the expansion of the existing shopping center along Admiralty Way across from the existing boat launch area misses out on something that anyone who has spent time in Marina del Rey knows.

The best scenic views in the entire marina, especially of the main channel, are from the Fisherman’s Village area!

Right now, that wonderful scenic opportunity is being enjoyed by the Harbor Patrol station, Coast Guard dock, a low-budget apartment building next to them, and the Fisherman’s Village businesses and visitors.

What a waste of this prime location! And if the *Vision Statement* is followed as outlined, the users of the relocated boat launch will have this view to themselves as they put their boats in the water. The visitors to an expanded shopping center at H Basin will still have a mediocre waterfront view at best.

It is inconceivable that this was not brought up in any discussion of how best to utilize the various attributes of the Marina del Rey area. Did anybody involved in the *Vision Statement* actually go out and look around Marina del Rey and notice this obvious fact?

With this in mind, one can see that re-visiting the optimum use of the Fisherman’s Village area, in light of the scenic attributes, would be a wise action.

A carefully considered suggestion: instead of moving the launch facility, why not use the space now proposed for a new launch ramp/storage/parking and put a high-end shopping/dining/entertainment center in there? This is simply a different way to use the parcel adjacent to Fisherman’s Village. And take the best advantage of the impressive scenic opportunities there.

One could also figure out how to move the Harbor Patrol and Coast Guard facilities (why should they get the best view in the Marina?), improve Fiji Way, expand parking across from the Coast Guard office (wasted on county vehicles at this time), and then there would be even more space to develop along the



main channel of MdR! The Harbor Patrol and Coast Guard could be relocated to H Basin next to the existing launch ramp.

Yes, this means modifying the *MdR Vision* as it currently has developed. Yes, lots of work went into it. Yes, many stakeholders have agendas that are favorable to them in the Statement as it currently stands.

However, any vision document is never finished. They must be re-evaluated along the way in response to changing situations. In this case, the *MdR Vision* should be considered a work in progress and allowed to be modified when a better result is revealed.

The real courage in this whole process is in realizing that no matter how lofty and idealized the *MdR Vision Statement* may be, when it comes to the practical application, things may come out different.

So, consider this a challenge to all parties involved to take a fresh new look at the *MdR Vision Statement*, and see different, and better, opportunities to improve Marina del Rey for the future.

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On a personal level, I would encourage senior administrative staff at the Department of Beaches & Harbors to spend some time in a small boat cruising around Marina del Rey. You will learn more about the actual wind, wave, current, and traffic situations in one weekend afternoon than you can imagine. This will give you a much better perspective on evaluating the various aspects of the vision concepts for MdR. Noble Consultants should also be invited to join this excursion to view firsthand the problems they clearly did not understand about moving the launch ramp.

It would be my pleasure to invite you on such a voyage. Or, I am certain any number of involved MdR boaters would be excited to have you as their guest to see the wonderful gem that MdR is.

Finally, please feel free to contact me regarding any questions that may arise regarding this discussion in support of maintaining the existing location of the MdR public boat launch and storage facility.

Most sincerely,

A handwritten signature in black ink that reads "Thomas F. Armstrong" followed by a stylized set of initials "DAB".

Thomas F. Armstrong, DDS DABDSM

Ps. One might consider changing the name of Fisherman's Village. It is not a "flashy" enough title for such a beautiful area of the marina. What about "Marina Village", "Marina View", "Marina Pointe", "Marina Green" (put in a small park area along the seawall), "Marina Center" or .....? Yes, some of these are already being used, but you get the idea. Get a great name, get some high end tenants, and promote a new Fisherman's Village like crazy!

Cc: Los Angeles Planning Department; Los Angeles County Supervisor Knabe; David Lumian, California State Parks, Division of Boating and Waterways, Small Craft Harbor Commissioner

Subj: Re: Marina del Rey Launch Ramp  
Date: 4/15/2014 2:41:49 P.M. Pacific Daylight Time  
From: [dbakerlaw@aol.com](mailto:dbakerlaw@aol.com)  
To: [Radiah.M.Jones@uscg.mil](mailto:Radiah.M.Jones@uscg.mil)

LCDR Jones

RE: USCG study related to proposed Marina del Rey launch ramp relocation to crosswind configuration.

I am forwarding, by separate email, letters related to the proposed 1999 Marina del Rey Vestar shopping center project, together with engineering reports related thereto, and my analysis of those findings and documents. As I advised you in our phone conversation, the Moffat and Nichol engineering report for that project, which concludes that a crosswind launch ramp orientation is appropriate, is actually contradicted by the report's own findings, is internally inconsistent, and thus appears to be contrived to reach a pre-ordained conclusion. When, in 1999, I discovered the inconsistencies in this report and voiced my concerns, the County responded appropriately by forming an Ad Hoc committee to explore these issues further, and it was finally determined by all parties that the crosswind configuration of the Marina del Rey launch ramp was not feasible, and the project was abandoned by the developer.

As I informed you in our recent conversation, I was shocked to learn during a presentation at a meeting of the Marina del Rey Convention and Visitors Bureau, of which I am a Board member, that this thoroughly discredited idea has again been proposed, and has gained traction, based in part upon a US Coast Guard study of the suitability of the site of the proposed launch ramp relocation for that purpose. You advised me that the study which was performed was very limited in scope, did not consider such factors as wind speed or direction, and was essentially limited to hazards to navigation which might be created by the new launch ramp design.

Wind direction is critical to the viability of this launch ramp reconfiguration, as follows:

You will note that the Vestar report states that "There is sparse mention of launch ramp alignment with respect to wind direction in any literature. This leads to the conclusion that launch ramp alignment with respect to wind direction is not in general a key design consideration".

Of course, one could just as easily argue that the reason for the reputed lack of discussion on this issue is that common sense dictates that crosswind orientation of a launch ramp is ill advised. In fact, the report's own bibliography contains a quote which is attributable to either Tobiasson or the US Army Corps of Engineers (it is not clear which) which states: "Another environmental consideration is that of orientation with the prevailing winds. A combination of contrary wind and current can turn a simple launching or retrieval operation into a dangerous and time consuming venture."

The engineers who originally designed the existing Marina del Rey launch ramp created an excellent facility which has served the public well and safely for decades. It is important that all parties to this process candidly, and without bias, apply the science correctly to the facts so that the County's desire to increase revenue by locating a shopping mall on the site of the existing launch ramp does not result in the replacement of a well designed and functional launch ramp with an unsafe launch ramp which lacks utility to the boating public as a recreational resource.

The Moffat and Nichol report offers findings (P5) including that "2. The average wind speed is approximately 8 knots", and "5. Since the average wind speed is well below 15 knots, which is considered to be the threshold when crosswinds create difficult retrieval operations, the level of ease (or difficulty of) powerboat launching and retrieval is comparable for both alignment scenarios." They also cite the Corps of Engineers as saying "wind speeds range between 4 to 10 knots about 57% of the time". The report also states that on the day of Moffat and Nichols' visit to the ramp "the wind speed was 12 knots at 4:22 PM" and that at 5 PM the wind speed began to decrease, and then goes on to state "this observation is consistent with typical conditions".

Of course Moffat and Nichol's statements in this regard are misleading and irrelevant, as it is clear from Moffat

and Nichols' own report and the National Weather Service records that these were not "typical conditions". The references to the off peak wind speeds are irrelevant. In fact, the only relevant wind speed is the average afternoon peak wind speed, which is the wind speed which affects launch ramp use when vessels are being retrieved on a trailer following a day of boating. According to the National Weather Service, the average afternoon peak wind speed in Marina del Rey is 17 knots at about 270 degrees, oriented more or less directly down B and H basins, which is greater than the 15 knot "threshold when crosswinds create difficult retrieval operations" cited by Moffat and Nichol. Obviously, as the National Weather Service's 17 knot average afternoon peak wind speed figure is an average, then it is clear that the afternoon peak wind speed is greater than 17 knots on many days. We must take note of the fact that the apparent wind is "funneled" down the basins in Marina del Rey by the landslide structures, which typically results in an even higher wind speed in the channels than the 17 knot average peak wind speed noted by the National Weather Service, as the landslide structures and landscaping create an area of reduced air pressure to leeward of the structures. And of course, as anyone who has lived on the Southern California coast knows, the afternoon peak wind speed usually decreases just prior to sunset, as the inland areas cool off and cease drawing in the cooler ocean air.

Also, please note that Boat US, a well respected national boater's organization, takes the position that wind speed begins to have a negative impact upon launch ramp retrieval activities at between 8 and 12 knots, which is magnitudes of force less than that claimed by Moffat and Nichol.

Moffat and Nichol (citing Han-Padron Associates) states on Page 5 that "Research of Southern California ramps also indicates that ramps with crosswind alignments are more common than those with parallel wind alignment" and notes in its Conclusions "7. More than half of the launch ramps investigated were either aligned crosswind or they had variable wind directions." Neither of these statements is true. I personally took the time to call the Harbor Patrol/Lifeguard personnel at most of the ramps listed on Moffat and Nichol's Table 1 on page 4 of their report, and the personnel managing those facilities confirmed that the ramps Moffat and Nichol listed as "Crosswind Alignment" were in fact not oriented in a true crosswind fashion. You will see contemporaneously written post it notes on the Han-Padron report documenting some of the contacts I made and comments recorded by me at the time of my investigation, which will confirm that many of those ramps were located either behind a large land mass (Cabrillo Beach ramp behind Palos Verdes Peninsula) a bridge (Marine Stadium ramp) (Davies Bridge ramp sheltered by Naples Island) or in one case a row of large buildings which prevented crosswinds from affecting the ramp, etc. In many cases the harbor patrolmen laughed derisively at Han-Padron's conclusions when describing the true orientation of their ramp. Note also, that many ramps are not situated on a channel which funnels wind at increased speed, as is the case in Marina del Rey.

Russell H. Boudreau, P.E., of Moffatt and Nichol, states on page 6 of his October 5 1999 report that "The only place where ramp alignment was found to be of concern was Hawaii, where they experience strong trade winds".

Let's consider that statement. Per an organization called WAVE CLIMATE - SOESTs ([www.soest.hawaii.edu](http://www.soest.hawaii.edu)) The Trade Winds are described as follows: "Occurring about 75% of the year, the Trade Winds are Northeasterly winds with an average speed of 15.7 MPH. Thus, the Trade Winds in Hawaii, which are conceded by Moffat and Nichol to be "of concern" regarding ramp alignment would have less effect on launch ramp orientation than does the afternoon peak wind speed in Marina del Rey, which at an average of 17 knots is greater than the average Hawaiian Trade Winds wind speed.

Thus Han-Padron's conclusions are incorrect in many if not most respects as regards the effect of wind speed on ramp orientation.

The Moffat and Nichol report also spends considerable time dealing with the effect of crosswinds on sailboats. As we all know, most sailboats have keels which resist sideways movement due to crosswinds. While the effect of relocation of the ramp to a crosswind configuration on sailboats is a concern, it is the effect on powerboats (which have little inherent resistance to lateral movement due to wind pressure when they are not moving through the water) which is paramount.

Moffat and Nichol also suggests on page 6 of the report that "The floats should be stable and include bull rails and durable, high quality rub strip protection around the float perimeter to protect vessel topsides during launch and retrieval operations". Clearly this is a tacit admission that with a crosswind ramp, vessels will be pressing against the floats with great force due to the effect of the strong afternoon crosswinds. Further, please note the recommendation for use of "bull rails" "in lieu of cleats". Bull rails are defined in the report as "continuous wooden or metal rails fastened to the outside edge of the deck". Assuming that those rails were mounted on the top of the float, they would present a significant tripping hazard to those entering or exiting vessels using the float

Further, they may present mooring difficulties for novice boaters, whose knot tying skills may be deficient, relative to cleats.

Moffat and Nichol suggest (P5) that in a crosswind configuration launch ramp, retrieval of a sailboat "Slowing down is a matter of lowering the sails and drifting to the dock on the momentum or letting the wind push the boat to the dock." This presumes that the sail can be readily lowered. In most cases, it can't. For example, on a catamaran, such as a Hobie, which uses a "hook" mechanism at the top of the mast to catch a slug attached to the halyard to hold up the main sail, this would not be possible, especially in high winds. The catamaran sail would have to be "luffing" into the wind in order to take the pressure off the sail in order to raise it to take the pressure off the slug, unhook the slug, and then lower the sail. In fact, this is the case for most sailboats, including those which use a simple halyard to raise and lower the sail, as can be confirmed by watching sailboats stopping mid channel in Marina del Rey and pointing their bows into the wind in order to allow the sails to luff so that they may be lowered. Obviously, a non motorized sailboat with lowered sails attempting to maneuver from the main channel to the launch ramp downwind or in a crosswind would be unable to maneuver in the confines of H basin and would present a clear risk of injury and damage to themselves and others. It is equally clear that a non motorized sailboat could not safely turn its bow into the wind to luff the mainsail and lower it within the confines of H basin. The boat would likely drift back during this procedure to a point where it would be leeward of the launch ramp and thus unable to move forward in order to reach the floats. This would leave the sailboat drifting downwind onto a lee shore, and once in that position it would be difficult, if not impossible, to raise the mainsail and regain control.

Moffat and Nichol further state (P5) that "If the boat were launched or retrieved on the windward side of a boarding float, an advantage would be gained by the wind force holding the boat against the dock. The boater can either fend the boat off when maneuvering from and to the trailer, or allow the vessel to ride along the boarding float bumper strip".

That is nonsense. A trailer's bunks or rollers cannot be readily positioned immediately adjacent to the dock float due to the position of the wheels and fenders of the trailer relative to the position of the bunks. A vessel cannot lay alongside the dock and at the same time be on the bunks of the trailer, as is suggested by Moffat and Nichol. A vessel operator, particularly one who is single handing his vessel, would be hard pressed to push his boat (presumably using the aforementioned "bull rails" which would be positioned near the edge of the dock) into the correct position for retrieval onto the trailer.. If the operator managed to push the bow of the boat into position between the trailer bunks, the stern would still be afloat and would be pushed back against the float by the crosswind before the operator would be able to move from his position holding the bow of the boat in place on the trailer, to the helm, in order to use the throttles to drive the boat onto the trailer. As for allowing "the vessel to ride along the boarding float bumper strip", no boater is going to want his boat to drag against the dock as he backs into the channel. Any fenders being used to cushion the boat as it rubs against the dock would be quickly rolled out of the way. Further, such a scenario would not work if another vessel were tied to the float behind the launching vessel, as would be the case where another boater is waiting to back his trailer into the water to retrieve his moored vessel. This would significantly reduce the utility and efficiency of launch ramp activities, as a vessel being launched on the windward side of the float would block any vessel from being retrieved at the same time on the same side of the float.

Included in Vestar's report are comments by John P. Schock, P.E., Sr. Engineer with Han- Padron Associates, LLP. Mr. Schock makes the unsupported statement on page 1 of his July 19, 1999, letter that "We have taken into account that the prevailing onshore wind which heads up the basin is reduced by the surrounding land features. Any casual observation of the wind in H basin will refute this statement. It is clear that as the wind is funneled into the basin, being blocked by trees and structures on the land which create reduced air pressure behind those structures (at the site of the existing launch ramp). Wind speed is actually increased in the basin relative to ambient wind speed. Nevertheless, Mr. Schock goes on to say that "Overall, the existing configuration seems to favor dockings (sic), while the proposed configurations seems (sic) to favor launches." Given that launching activities typically take place "before the prevailing wind develops between noon and 2:00 PM", Mr. Schock's conclusion can be read as confirming that the existing configuration is preferable to the crosswind configuration, as it is only the existing configuration which favors "dockings", and docking, or retrieving a boat on a trailer during the period of afternoon peak wind conditions, is the only activity which is significantly threatened by the proposed crosswind configuration of the launch ramp.

Finally, Moffat and Nichol's annotated bibliography, on page 7 of the October 5, 1999 report, contains a quote attributable, it appears, to James Durham and Arnold Finn, which reads "The ramp should adjoin fairly quiet water, although not necessarily as quiet as that needed for a berthing site. Ample protected holding area in the water just off the ramp and boarding dock location should also be available for boats awaiting their retrieval



during peak hours". As applied to the proposed crosswind launch ramp situation, this suggests that the proposed crosswind location of the ramp near the main channel would be problematic due to the influence of wakes and wind waves, as well as lack of a protected "holding area".

The existing ramp is located in protected water at the end of a basin where there is no cross traffic other than other vessels using the ramp. Further, the prevailing wind direction allows power vessels to easily maintain position with the stern of the vessel pointed directly into the wind and the bow downwind. The proposed crosswind ramp would be in an exposed location, subject to wakes and wind waves, and operators of vessels "awaiting their retrieval during peak hours" would be hard pressed to hold their positions near the ramp floats due to the effect of strong crosswinds and would be driven down H basin by the force of the wind. This situation would be further complicated by the presence of vessel traffic entering into and exiting H basin both from the main channel and from the slips and proposed dry stack storage area located in H Basin, resulting in traffic congestion and a significant safety issue in this confined area.

The current crosswind launch ramp proposal is supported by a report from Ron Noble, an engineer retained by the County of Los Angeles. Mr. Noble has confirmed to me that he was charged only with determining whether there was a place in Marina del Rey which would provide for relocation of the launch ramp relative to the size of the existing ramp and parking area. He advised me that he did not do a wind study in support of this report, but relied instead on a 2006 wind study which was conducted relative to a then proposed project at Fisherman's Village. Obviously that study would not be sufficient to deal with the significant issues raised above relative to siting the launch ramp in H basin.

Please consider the foregoing when considering any proposal to relocate Marina del Rey's launch ramp to a crosswind configuration.

I will forward the Vestar documents by separate email.

Thank you for your courtesy and cooperation in this matter.

David P. Baker  
Attorney at Law  
13915 Panay Way  
Marina del Rey  
Ca 90292  
(310)779-8667



-----Original Message-----

From: Jones, Radiah M LCDR <Radiah.M.Jones@uscg.mil>  
To: dbakerlaw@aol.com <dbakerlaw@AOL.COM>  
Sent: Wed, Apr 2, 2014 4:22 pm  
Subject: FW: Marina del Rey Launch Ramp

Mr. Baker,

Here is the email that I sent to Mr. Tripp.

v/r,  
Radiah  
Radiah M. Jones, LCDR  
Sector Los Angeles - Long Beach  
Waterways Management Division  
310.521.3861  
E-Mail: [Radiah.M.Jones@uscg.mil](mailto:Radiah.M.Jones@uscg.mil)

-----Original Message-----

From: Jones, Radiah M LCDR  
Sent: Wednesday, April 02, 2014 4:22 PM  
To: 'mtripp@bh.lacounty.gov'  
Cc: D11-DG-SectorLALB-WWM  
Subject: FW: Marina del Rey Launch Ramp

Good Day Mr. Tripp,

Hope this message finds you well.

In January you provided is the with the Concept Plan for the moving the Marina Del Rey Launch Ramp and my office provided you a response back stating we did not find any foreseeable safety or navigation issues relating to boating traffic within the Harbor. However, this consideration did not take into account wind factors.

We received some information that I would like to for my staff to look into and would like to revisit this proposed move.

Please call me when you receive this and we can discuss. Thank you for your time.

V/r,  
Radiah  
Radiah M. Jones, LCDR  
Sector Los Angeles - Long Beach  
Waterways Management Division  
310.521.3861  
E-Mail: [Radiah.M.Jones@uscg.mil](mailto:Radiah.M.Jones@uscg.mil)

-----Original Message-----

From: [MTripp@bh.lacounty.gov](mailto:MTripp@bh.lacounty.gov) [mailto:[MTripp@bh.lacounty.gov](mailto:MTripp@bh.lacounty.gov)]  
Sent: Tuesday, January 07, 2014 4:44 PM  
To: D11-DG-SectorLALB-WWM  
Cc: James, Jevon L LTJG  
Subject: Marina del Rey Launch Ramp

The Department of Regional Planning is currently completing a visioning process for Marina del Rey. As part of this process, the County is considering moving the launch ramp from its currently location at the eastern end of Basin H, to the western most portion of the basin. Please review the attached plans and let me know if you have any questions or comments on the proposed move.

Thank you,

Michael Tripp

Planning Specialist

County of Los Angeles

Department of Beaches and Harbors

13837 Fiji Way

Marina del Rey, CA 90292

Office: 310.305.9537

email: [MTripp@bh.lacounty.gov](mailto:MTripp@bh.lacounty.gov)

Tuesday, May 27, 2014 AOL: Mdrlawyers

Description: new logo

Web <<http://beaches.lacounty.gov/>> | Facebook <<http://www.facebook.com/LACDBH>>  
| Twitter <<http://twitter.com/LACDBH>>

Attached Message

From: James, Jevon L LTJG <Jevon.L.James2@uscg.mil>  
To: 'MTripp@bh.lacounty.gov' <MTripp@bh.lacounty.gov>  
Cc: D11-DG-SectorLALB-WWM <D11-DG-SectorLALB-WWM@uscg.mil>  
Subject: RE: Marina del Rey Launch Ramp  
Date: Thu, 9 Jan 2014 21:16:18 +0000

Michael,

Upon review of your project schematics, our division found no foreseeable issues related to boating traffic within Marina Del Rey Harbor. Maintaining safety and interference with navigation are usually our top concerns in regards to marina projects. Hence, while we don't issue permits for construction and dredging, we have no objection to your proposed project. Please keep our office informed of any changes to your project, as well as any complaints from mariners that may arise. Please send future emails to: [D11-dq-sectorlalbwwm@uscg.mil](mailto:D11-dq-sectorlalbwwm@uscg.mil)

-----Original Message-----

From: [MTripp@bh.lacounty.gov](mailto:MTripp@bh.lacounty.gov) [<mailto:MTripp@bh.lacounty.gov>]  
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Thank you,

Michael Tripp

Planning Specialist

County of Los Angeles

Department of Beaches and Harbors

13837 Fiji Way

Marina del Rey, CA 90292



Office: 310.305.9537

email: [MTripp@bh.lacounty.gov](mailto:MTripp@bh.lacounty.gov)

Description: new logo

Web <<http://beaches.lacounty.gov/>> | Facebook <<http://www.facebook.com/LACDBH>>  
| Twitter <<http://twitter.com/LACDBH>>

Subj: Fwd: Marina del Rey Launch Ramp  
Date: 5/20/2014 7:47:53 A.M. Pacific Daylight Time  
From: [dbakerlaw@aol.com](mailto:dbakerlaw@aol.com)  
To: [mdrlawyers@aol.com](mailto:mdrlawyers@aol.com)

-----Original Message-----

From: [dbakerlaw@aol.com](mailto:dbakerlaw@aol.com)  
To: [jared.zucker@parks.ca.gov](mailto:jared.zucker@parks.ca.gov)  
Sent: Wed, May 14, 2014 9:18 am  
Subject: Fwd: Marina del Rey Launch Ramp

Pam Please print out 10 copies of this email chain for me

Thanks

DB

-----Original Message-----

From: Jones, Radiah M LCDR <[Radiah.M.Jones@uscg.mil](mailto:Radiah.M.Jones@uscg.mil)>  
To: [dbakerlaw@aol.com](mailto:dbakerlaw@aol.com) <[dbakerlaw@AOL.COM](mailto:dbakerlaw@AOL.COM)>  
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Subject: FW: Marina del Rey Launch Ramp

Mr. Baker,

Here is the email that I sent to Mr. Tripp.

V/r,  
Radiah  
Radiah M. Jones, LCDR  
Sector Los Angeles - Long Beach  
Waterways Management Division  
310.521.3861  
E-Mail: [Radiah.M.Jones@uscg.mil](mailto:Radiah.M.Jones@uscg.mil)

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We received some information that I would like to for my staff to look into and would like to revisit this proposed move.

Please call me when you receive this and we can discuss. Thank you for your time.

Tuesday, May 20, 2014 AOL: Mdrlawyers

V/r,  
Radiah  
Radiah M. Jones, LCDR  
Sector Los Angeles - Long Beach  
Waterways Management Division  
310.521.3861  
E-Mail: [Radiah.M.Jones@uscg.mil](mailto:Radiah.M.Jones@uscg.mil)

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Thank you,

Michael Tripp  
Planning Specialist  
County of Los Angeles  
Department of Beaches and Harbors  
13837 Fiji Way  
Marina del Rey, CA 90292  
Office: 310.305.9537  
email: [MTripp@bh.lacounty.gov](mailto:MTripp@bh.lacounty.gov)

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| Twitter <<http://twitter.com/LACDBH>>

Attached Message

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To: '[MTripp@bh.lacounty.gov](mailto:MTripp@bh.lacounty.gov)' <[MTripp@bh.lacounty.gov](mailto:MTripp@bh.lacounty.gov)>  
Cc: D11-DG-SectorLALB-WWM <[D11-DG-SectorLALB-WWM@uscg.mil](mailto:D11-DG-SectorLALB-WWM@uscg.mil)>  
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Thank you,

Michael Tripp

Planning Specialist

County of Los Angeles

Department of Beaches and Harbors

13837 Fiji Way

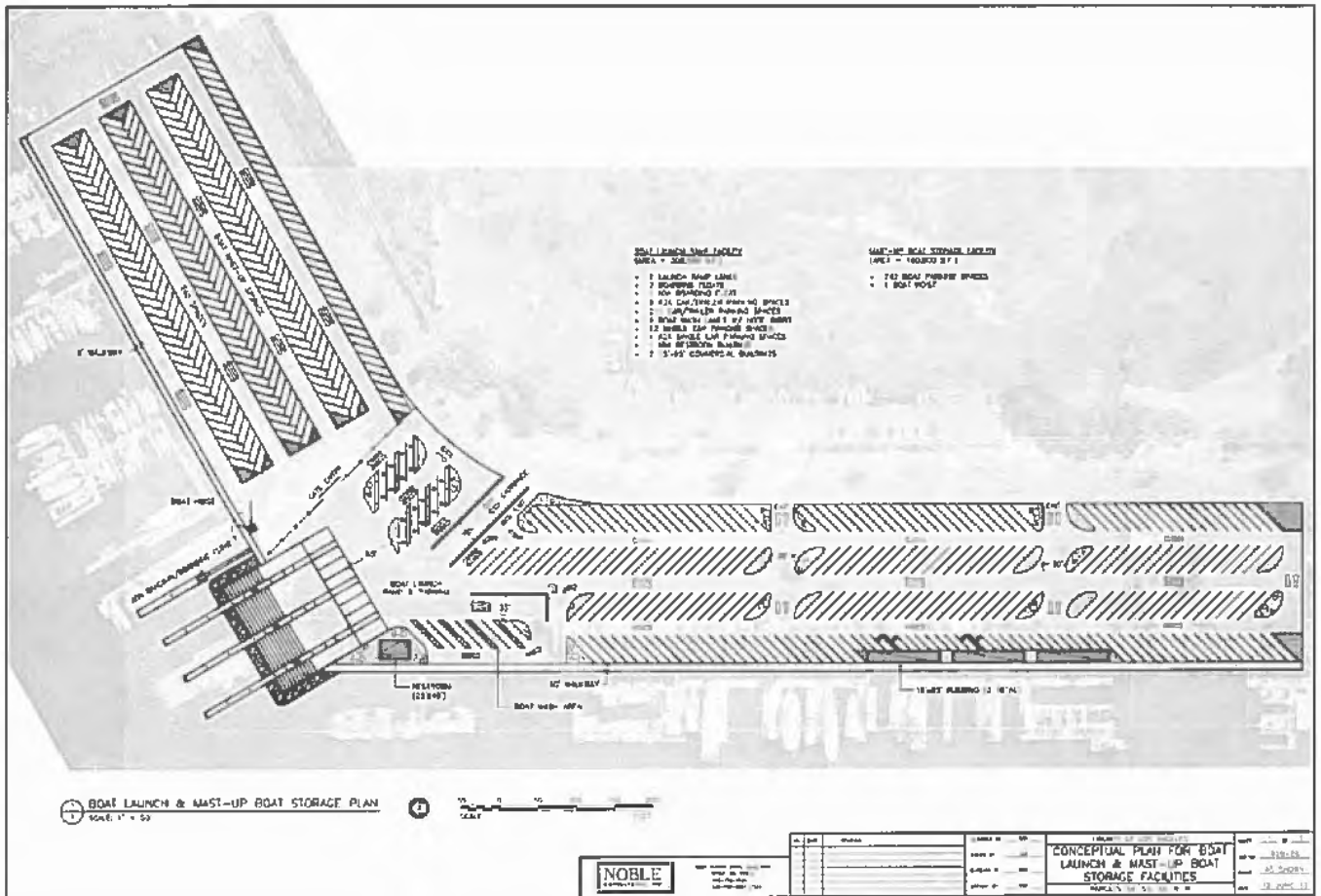
Marina del Rey, CA 90292

Office: 310.305.9537

email: [MTripp@bh.lacounty.gov](mailto:MTripp@bh.lacounty.gov)

Description: new logo

Web <<http://beaches.lacounty.gov/>> | Facebook <<http://www.facebook.com/LACDBH>>  
| Twitter <<http://twitter.com/LACDBH>>



Subj: Fwd: Marina Del Rey Basin H  
Date: 5/20/2014 7:48:46 A.M. Pacific Daylight Time  
From: [dbakerlaw@aol.com](mailto:dbakerlaw@aol.com)  
To: [mdrlawyers@aol.com](mailto:mdrlawyers@aol.com)

Pam

Please print out 10 copies of this for me.

Thanks,

DB

-----Original Message-----

From: dbakerlaw <[dbakerlaw@aol.com](mailto:dbakerlaw@aol.com)>  
To: Jared.Zucker <[Jared.Zucker@parks.ca.gov](mailto:Jared.Zucker@parks.ca.gov)>  
Cc: radiah.m.jones <[radiah.m.jones@uscg.mil](mailto:radiah.m.jones@uscg.mil)>  
Sent: Wed, May 14, 2014 9:16 am  
Subject: Fwd: Marina Del Rey Basin H

Mr. Zucker

Thank you for taking the time to speak with me this morning. I am forwarding to you an email chain from the USCG which references a letter I wrote to LCDR Jones regarding the resurrection of a previously defeated 1999 proposal for re-purposing the Marina del Rey Public Boat Launch Ramp as a shopping center.

Please be aware that the Coast Guard has taken a formal position on the proposal to relocate the Marina del Rey launch ramp to a crosswind configuration by stating that the proposed design would not "create a hazard to navigation". LCDR Jones has informed me that because a wind analysis was not requested by the LA DBH, said finding did not take into account the effects of wind speed and direction in reaching their decision on this matter. Since an analysis of wind speed and direction is critical to proper consideration of this proposal, it is clear that the Coast Guard's conclusion on this issue is invalid and should not be relied upon as support for the proposal.

Notwithstanding that the Coast Guard analysis did not include the essential element of a wind study, the LA County Department of Beaches and Harbors has cited the USCG finding as a basis for proceeding with the project.

LCDR Matthew Salas, Chief of the Waterways branch of the USCG, after reviewing the email I wrote to LCDR Jones (a copy of which will follow by separate email) states as follows:

"I've reviewed Mr. Baker's email, and he raises valid points. Although the Coast Guard regulates the operation and manufacture of recreational vessels, the Coast Guard does not regulate the location of piers. This is a local/state matter in which the Coast Guard should not be involved."

LCDR Salas has referred me to the California Division of Boating and Waterways.

I appreciate your kind offer to discuss this matter with the appropriate authorities within your organization so that the plan may be properly vetted before any more time and money is wasted on this ill conceived and unsafe project. As I advised you, there will be a MDR Small Craft Harbor meeting on May 28, during which public comment on this matter will be accepted, and the County's experts will make a presentation. Accordingly, time is of the essence.

Thank you again for your anticipated assistance in this matter.

David Baker  
Attorney at Law



13915 Panay Way  
Marina del Rey, Ca 90292  
(310)779-8667 (cell)

-----Original Message-----

From: dbakerlaw <[dbakerlaw@aol.com](mailto:dbakerlaw@aol.com)>  
To: dbakerlaw <[dbakerlaw@aol.com](mailto:dbakerlaw@aol.com)>  
Sent: Tue, May 13, 2014 6:08 pm  
Subject: Fwd: Marina Del Rey Basin H

-----Original Message-----

From: Jones, Radiah M LCDR <[Radiah.M.Jones@uscg.mil](mailto:Radiah.M.Jones@uscg.mil)>  
To: [dbakerlaw@aol.com](mailto:dbakerlaw@aol.com) <[dbakerlaw@AOL.COM](mailto:dbakerlaw@AOL.COM)>  
Sent: Tue, May 13, 2014 4:53 pm  
Subject: FW: Marina Del Rey Basin H

Mr. Baker,

Apologize for not returning your phone call earlier.

Again, thank you for contacting us with your concerns and information regarding the crosswind launching. The Coast Guard reviews proposed projects to determine whether or not a project will create a navigational hazard or impede vessel traffic. This is the extent of our authority with respect to this project. The County of Los Angeles has a public comment period and the information you provided to the Coast Guard could be presented there for their review.

Please see LCDR Salas email below where he recommends presenting your concerns to the California Division of Boating and Waterways (DBW).

V/r,  
Radiah  
Radiah M. Jones, LCDR  
Sector Los Angeles - Long Beach  
Waterways Management Division  
310.521.3861  
E-Mail: [Radiah.M.Jones@uscg.mil](mailto:Radiah.M.Jones@uscg.mil)

-----Original Message-----

From: Salas, Matthew J LCDR  
Sent: Tuesday, May 13, 2014 2:27 PM  
To: Jones, Radiah M LCDR  
Cc: Newman, Paul L CIV; Greenwood, Jeremy M LT; Vanhouten, Mike L CIV  
Subject: Marina Del Rey Basin H

Radiah,  
I've reviewed Mr. Baker's email, and he raises valid points. Although the Coast Guard regulates the operation and manufacture of recreational vessels, the Coast Guard does not regulate the location of piers. This is a local/state matter in which the Coast Guard should not be involved.

I recommend that Mr. Baker elevate his concerns to the California Division of Boating and Waterways (DBW) <http://www.dbw.ca.gov/ContactUs.aspx>. No marina improvement project occurs without their visibility. It is very likely that Marina Del Rey will be seeking grant money from DBW. If DBW is aware of strong objections to this project, it could have an impact moving forward.

Tuesday, May 20, 2014 AOL: Mdrlawyers

Very Respectfully,  
LCDR Matthew Salas  
Chief, Waterways Management Branch  
Master, Unlimited - Oceans

Commander {dpw}  
Eleventh District, Bldg. 50-2  
Coast Guard Island  
Alameda, CA 94501-5100

INTERNET RELEASE NOT AUTHORIZED (i.e. yahoo, gmail, aol, blog, web posting).

PRIVACY NOTICE: This email, including any attachments may contain Personally Identifiable Information or Sensitive Personally Identifiable Information which is solely for the use of the intended recipient. Any review, use, disclosure, or retention by others is strictly prohibited. If you are not an intended recipient, please contact the sender and delete this email, any attachments, and all copies.

- Objective 2: By March 2007, develop a cross-agency, multidisciplinary team approach to providing services to children and families at a community-based, family-focused family support center being developed in the East San Fernando Valley to ensure children and families receive accessible and responsive health and human services provided by County departments and community-based providers.
- Objective 3: By April 2006, complete implementation of the restructured Children and Families Budget that supports program performance and results, aligns with *Performance Counts!* and serves as a useful decision making tool for the Board of Supervisors, County policymakers, and the community.
- Objective 4: This Objective deleted.
- Objective 5: By December 2006, the New Directions Task Force will complete an assessment and develop recommendations to the Board of Supervisors for improvement of the County's planning, policy, and programmatic development infrastructure for the implementation of Goal 5.

---

#### **GOAL 6: COMMUNITY SERVICES**

Improve the quality of life for the residents of Los Angeles County's unincorporated communities by offering a wide range of department coordinated services responsive to each community's specific needs.

---

- Strategy 1: By June 30, 2005, develop a work plan to implement the integrated code enforcement initiative.
- Objective 1: By May 31, 2005, hold the first semi-annual code enforcement cross-training conference for County staff involved in the code enforcement process and initiate plans to train certain non-code enforcement staff in basic code enforcement processes.
- Objective 2: By June 30, 2005, issue initial report on effectiveness of integrated code enforcement initiative.
- Strategy 2: By September 30, 2006, the Community Services Task Force, in collaboration with all involved stakeholders, will implement the Service Enhancement Strategy of the "Strategic Plan for Municipal Services."
- Objective 1: By May 31, 2005, determine the feasibility of incorporating the County's Unincorporated Community Help Line and Toll-Free Code Enforcement Hotline into the County's planned 2-1-1 information and referral system (Municipal Service Information Program).
- Objective 2: By August 31, 2005, publish and distribute an emergency preparedness resource booklet to residents and business owners of the Topanga community consistent with the work plan of the Community Emergency Management Plan Program, integrating the activities of participating County departments with other involved agencies and community volunteer emergency preparedness groups. By September 30, 2005, publish and distribute the Topanga Emergency Management Plan to involved County departments, other agencies, and community emergency preparedness organizations.

Dan Gottlieb

FROM MICHELLE SUMMERS P10F7  
CMICHELLESUMMERS@AOL.COM !

## Envision ESHA in Marina Del Rey, California

To The Los Angeles County Department of Beaches and Harbors,

As a resident, boater, and yacht club member in Marina Del Rey, California, I am very concerned at the lack of comprehensive vision for the future plans for redevelopment here, where we have an abundance of rare marine birds have in the past called home. As the main force behind the lucrative "Asset Management Strategy" for the unincorporated portion of Marina Del Rey, CA, the Los Angeles County Department of Beaches and Harbors seems to have forgotten to include a biological resource portion to its management policies. The missing portion that I request be put into the "asset" category is the Environmentally Sensitive Habitat Area suggested by both the California Coastal Commission and the California Department of Fish and Wildlife. As such, I wish the County of Los Angeles to act as Trustees of the Public Trust rather than the primary "stockholders" of a privately owned Corporation.

As an urban designer and educated citizen, I am flabbergasted at the lack of leadership to be found at the county level regarding the documentation and preservation of significant nesting colonies of Great Blue Herons, Black Crowned Night Herons, Cormorants, and Snowy Egrets currently fighting for their homes in Marina Del Rey, CA. Even more disappointing is the end result of the Los Angeles County Department of Regional Planning's "Envision Marina Del Rey", apparently a waste of talented citizen's time and resources. At the end of this tedious process the participants were presented with four round, color coded general areas with no attempt to create any safe and continuous route for alternative forms of transportation, a lack of cohesion in traffic and building height management, no attempt to address any type of preservation of mature trees, and a propensity to allow mass plantings of dangerous palm trees.

FROM MICHELLE SUMMERS P 2 OF 7

As the current process has shown administrative favoritism to wealthy development corporations, lobbying firms, and contracting cronies, longtime residents of Marina Del Rey are being displaced in droves. Their moderately priced and lushly landscaped low-rise apartments are giving way to speculative high-rise, upper income tenements. The question remains, who holds the notes to these expensive new developments? And who can afford to pay \$4000 for a 2-bedroom apartment in this economy? And how many affordable units are being demolished in the name of density bonuses.

Del Rey Shores cost \$165 million dollars to build. 251 affordable units were bulldozed to create 544 new luxury units. 10% are low and very low income units leaving a net loss of 200 moderately priced rental units. Public parking lots are being replaced with Luxury senior spas, and 40 year old urban forests are slated to be clear cut driving hundreds of birds from their homes and creating great masses of urban heat sinks.

Lack of height restrictions on the mole roads have replaced scenic views of the marina with urban blighted buildings peppered once again with palm trees. During the festive 4<sup>th</sup> of July fireworks display, the megalopolis known as the Esprit, shadows vast viewing areas making most of C, D, and E basin unable to see them from the road and walkway any longer.

We have been presented with an "Envision Marina Del Rey" that avoids the heart of what makes it special. I ask that the County Board of Supervisors, the Los Angeles County Department of Beaches and Harbors, and Los Angeles County Department of Regional Planning work with county citizens, California Coastal Commission and the California Department of Fish and Wildlife to designate the unincorporated area of Marina Del Rey, CA as an Environmentally Sensitive Habitat Area (ESHA) before any more habitat is lost through destructive overdevelopment.

Sincerely,



Michelle Summers

cmichellesummers@aol.com





State of California – Natural Resources Agency  
DEPARTMENT OF FISH AND WILDLIFE  
South Coast Region  
3883 Ruffin Road  
San Diego, CA 92123  
(858) 467-4201  
[www.wildlife.ca.gov](http://www.wildlife.ca.gov)

EDMUND G. BROWN JR., Governor  
CHARLTON H. BONHAM, Director



December 30, 2013

Ms. Anita Gutierrez  
Los Angeles County Dept. of Regional Planning  
320 W. Temple Street  
Los Angeles, CA 90292  
Fax #: (909) 399-5327

**Subject: Notice of Preparation for an Environment Impact Report for Mariners  
Village Renovation Project, SCH # 2013111041, Los Angeles County**

Dear Ms. Gutierrez:

The Department of Fish and Wildlife (Department) has received the Notice of Preparation for the Draft Environmental Impact Report (DEIR) for the proposed Mariners Village Renovation Project (project), which includes the renovation of 981 dwelling units on Parcel 113 and 27,000 square feet of commercial uses on Austin Aubrey E Jr. Park, including adding a vertical bulkhead and anchorage for recreational boating that would include a 110-foot transient dock and 92 berths, dock facilities, three gangways, 1200-square foot viewing platform, removal and replacement of major vegetation, and renovating existing structures.

The project area is located in the County of Los Angeles, California, and consists of approximately 28.10 acres located at 4600 Via Marina, Marina Del Rey. The site is at the southern terminus of Via Marina and adjacent to the main channel of the Marina Del Rey small craft harbor. The project consists of County Lease Parcel 113, Austin Aubrey E Jr. Park, and the waterside area next to both parcels.

The California Wildlife Action Plan, a recent Department guidance document, identified the following stressors affecting wildlife and habitats within the project area: 1) growth and development; 2) water management conflicts and degradation of aquatic ecosystems; 3) invasive species; 4) altered fire regimes; and 5) recreational pressures. The Department looks forward to working with the Lead Agency to minimize impacts to fish and wildlife resources with a focus on these stressors. Please let Department staff know if you would like a copy of the California Wildlife Action Plan to review.

The Department is California's Trustee Agency for fish and wildlife resources, holding these resources in trust for the People of the State pursuant to various provisions of the California Fish and Game Code. (Fish & G. Code, §§ 711.7, subd. (a), 1802.) The Department submits these comments in that capacity under the California Environmental Quality Act (CEQA). (See generally Pub. Resources Code, §§ 21070; 21080.4.) Given its related permitting authority under the California Endangered Species Act (CESA) and Fish and Game Code section 1600 et seq., the Department also submits these comments likely as a Responsible Agency for the project under CEQA. (*Id.*, § 21069.)

To enable Department staff to adequately review and comment on the proposed project we recommend the following information, where applicable, be included in the DEIR:

*Conserving California's Wildlife Since 1870*

Ms. Anita Gutierrez  
Los Angeles County Dept. of Regional Planning  
December 30, 2013  
Page 2 of 5

1. A complete, recent assessment of flora and fauna within and adjacent to the project area both upland and aquatic, with particular emphasis upon identifying endangered, threatened, and locally unique species and sensitive habitats including:
  - a. A thorough recent assessment of rare plants and rare natural communities, following the Department's Guidelines for Assessing Impacts to Rare Plants and Rare Natural Communities. See Protocols for Surveying and Evaluating Impacts to Special Status Native Plant Populations and Natural Communities at <http://www.dfg.ca.gov/habcon/plant/>.
  - b. A complete, recent assessment of sensitive fish, wildlife, reptile, and amphibian species. Seasonal variations in use within the project area should also be addressed. Recent, focused, species-specific surveys, conducted at the appropriate time of year and time of day when the sensitive species are active or otherwise identifiable, are required.
  - c. Endangered, rare, and threatened species to address should include all those species which meet the related definition under the CEQA Guidelines. (See Cal. Code Regs., tit. 14, § 15380).
  - d. The Department's Biogeographic Data Branch in Sacramento should be contacted at (916) 322-2493 ([www.dfg.ca.gov/biogeodata](http://www.dfg.ca.gov/biogeodata)) to obtain current information on any previously reported sensitive species and habitats, including Significant Natural Areas identified under Chapter 12 of the Fish and Game Code. Also, any Significant Ecological Areas (SEAs) or Environmentally Sensitive Habitats (ESHs) or any areas that are considered sensitive by the local jurisdiction that are located in or adjacent to the project area must be addressed.
2. A thorough discussion of direct, indirect, and cumulative impacts expected to adversely affect biological resources, with specific measures to offset such impacts. This discussion should focus on maximizing avoidance, and minimizing impacts.
  - a. CEQA Guidelines, Section 15125(a), direct that knowledge of the regional setting is critical to an assessment of environmental impacts and that special emphasis should be placed on resources that are rare or unique to the region.
  - b. Project impacts including deposition of debris should also be analyzed relative to their effects on off-site habitats and populations. Specifically, this should include nearby public lands, open space, natural habitats, and riparian ecosystems. Impacts to and maintenance of wildlife corridor/movement areas, including access to undisturbed habitat in adjacent areas are of concern to the Department and should be fully evaluated and provided. The analysis should also include a discussion of the potential for impacts resulting from such effects as increased vehicle traffic, outdoor artificial lighting, noise and vibration and pest management.
  - c. A cumulative effects analysis should be developed as described under CEQA Guidelines, Section 15130. General and specific plans, as well as past, present, and anticipated future projects, should be analyzed relative to their impacts on similar plant communities and wildlife habitats.

FROM MICHELLE SUMMERS P 50 F 7

Ms. Anita Gutierrez  
Los Angeles County Dept. of Regional Planning  
December 30, 2013  
Page 3 of 5

- d. Impacts to migratory wildlife affected by the project should be fully evaluated including proposals to remove/disturb native and ornamental landscaping and other nesting habitat for native birds. Impact evaluation may also include such elements as migratory butterfly roost sites and neo-tropical bird and waterfowl stop-over and staging sites. All migratory nongame native bird species are protected by international treaty under the Federal Migratory Bird Treaty Act (MBTA) of 1918 (50 C.F.R. Section 10.13). Sections 3503, 3503.5 and 3513 of the California Fish and Game Code prohibit take of birds and their active nests, including raptors and other migratory nongame birds as listed under the MBTA.
  - e. Impacts from project activities (including but not limited to, staging and disturbances to native and non-native vegetation, structures, and substrates) should occur outside of the avian breeding season which generally runs from March 1-August 31 (as early as January 1 for some raptors) to avoid take of birds or their eggs. If project activities cannot avoid the avian breeding season, nest surveys should be conducted and active nests should be avoided and provided with a minimum buffer as determined by a biological monitor (the Department generally recommends a minimum 300 foot nest avoidance buffer or 500 feet for all active raptor nests).
  - f. Impacts from project activities that will result in disturbances to habitat that may provide maternity roosts for bats (e.g., tree cavities, under loose bark, buildings), should occur outside of the bat breeding season which generally runs from March 1-August 31. Bats are considered non-game mammals and are afforded protection by state law from take and/or harassment, (Fish and Game Code Section 4150, California Code of Regulations, Section 251.1). Several bat species are also considered special status species and meet the CEQA definition of rare, threatened or endangered species (CEQA Guidelines 15065).
  - g. Proposed impacts to all habitats from City or County required Fuel Modification Zones (FMZ). Areas slated as mitigation for loss of habitat shall not occur within the FMZ.
3. A range of alternatives should be analyzed to ensure that alternatives to the proposed project are fully considered and evaluated. A range of alternatives which avoid or otherwise minimize impacts to sensitive biological resources including wetlands/riparian habitats, alluvial scrub, coastal sage scrub, should be included. Specific alternative locations should also be evaluated in areas with lower resource sensitivity where appropriate.
    - a. Mitigation measures for project impacts to sensitive plants, animals, and habitats should emphasize evaluation and selection of alternatives which avoid or otherwise minimize project impacts. Compensation for unavoidable impacts through acquisition and protection of high quality habitat elsewhere should be addressed with off-site mitigation locations clearly identified.
    - b. The Department considers Rare Natural Communities as threatened habitats having both regional and local significance. Thus, these communities should be fully avoided and otherwise protected from project-related impacts.
    - c. The Department generally does not support the use of relocation, salvage, and/or transplantation as mitigation for impacts to rare, threatened, or endangered species.

FROM MICHELLE SUMMERS P60F7

Ms. Anita Gutierrez  
Los Angeles County Dept. of Regional Planning  
December 30, 2013  
Page 5 of 5

Thank you for this opportunity to provide comments. Please contact Ms. Kelly Schmoker, Senior Environmental Scientist, at (626) 848-8382 if you should have any questions and for further coordination on the proposed project.

Sincerely,



Betty Courtney  
Environmental Program Manager I  
South Coast Region

Attachment

cc: Mr. Scott Harris, CDFW, Pasadena  
Ms. Loni Adams, CDFW, Marine Region  
Ms. Kelly Schmoker, CDFW, South Coast Region  
State Clearinghouse, Sacramento

Ms. Anita Gutierrez  
Los Angeles County Dept. of Regional Planning  
December 30, 2013  
Page 4 of 5

Department studies have shown that these efforts are experimental in nature and largely unsuccessful.

4. Take of any endangered, threatened, or candidate species that results from the project is prohibited, except as authorized by state law (Fish and Game Code, §§ 2080, 2085.) Consequently, if the Project, Project construction, or any Project-related activity during the life of the Project will result in take of a species designated as endangered or threatened, or a candidate for listing under the California Endangered Species Act (CESA), the Department recommends that the project proponent seek appropriate take authorization under CESA prior to implementing the project. Appropriate authorization from the Department may include an incidental take permit (ITP) or a consistency determination in certain circumstances, among other options (Fish and Game Code §§ 2080.1, 2081, subds. (b),(c)). Early consultation is encouraged, as significant modification to a project and mitigation measures may be required in order to obtain a CESA Permit. Revisions to the Fish and Game Code, effective January 1998, may require that the Department issue a separate CEQA document for the issuance of an ITP unless the project CEQA document addresses all project impacts to CESA-listed species and specifies a mitigation monitoring and reporting program that will meet the requirements of an ITP. For these reasons, biological mitigation monitoring and reporting proposals should be of sufficient detail and resolution to satisfy the requirements for a CESA ITP.
5. The Department opposes the elimination of watercourses (including concrete channels, blue-line streams and other watercourses not designated as blue-line streams on USGS maps) and/or the channelization of natural and manmade drainages or conversion to subsurface drains. All wetlands and watercourses, whether intermittent, ephemeral, or perennial, must be retained and provided with substantial setbacks which preserve the riparian and aquatic habitat values and maintain their value to on-site and off-site wildlife populations. The Department recommends a minimum natural buffer of 100 feet from the outside edge of the riparian zone on each side of drainage.
  - a. The Department also has regulatory authority with regard to activities occurring in streams and/or lakes that could adversely affect any fish or wildlife resource. For any activity that will divert or obstruct the natural flow, or change the bed, channel, or bank (which may include associated riparian resources) or a river or stream or use material from a streambed, the project applicant (or "entity") must provide written notification to the Department pursuant to Section 1602 of the Fish and Game Code. Based on this notification and other information, the Department then determines whether a Lake and Streambed Alteration (LSA) Agreement is required. The Department's issuance of an LSA Agreement is a project subject to CEQA. To facilitate issuance of a LSA Agreement, if necessary, the environmental document should fully identify the potential impacts to the lake, stream or riparian resources and provide adequate avoidance, mitigation, monitoring and reporting commitments for issuance of the LSA Agreement. Early consultation is recommended, since modification of the proposed project may be required to avoid or reduce impacts to fish and wildlife resources. Again, the failure to include this analysis in the project's environmental impact report could preclude the Department from relying on the Lead Agency's analysis to issue a LSA Agreement without the Department first conducting its own, separate Lead Agency subsequent or supplemental analysis for the project.

**JOEL A FADEM** -----

15 Outrigger Street Suite 201 Marina del Rey CA 90292 USA  
Tel 01.310.437.0392 E-mail [joel.fadem@anderson.ucla.edu](mailto:joel.fadem@anderson.ucla.edu)

May 28, 2014

To : Small Craft Harbor Commission

Fm : Joel Fadem

Re : Marina del Rey Visioning Plan

I regret a schedule conflict prevents me from attending the Special Night Meeting seeking public comment on the proposed Los Angeles County Marina del Rey Visioning Plan.

I reside on the Marina peninsula and until recently lived in Basin A for over 25 years. I grew up in Santa Monica before Marina del Rey was created and have witnessed its evolution. With few exceptions I have observed Los Angeles County acting as a poor steward of what the LA Times reported in 1997 to be 'perhaps the County's most valuable resource.' Benign neglect and mis-management over decades now appears to be overtaken by an aggressive County posture to make up for lost time in generating revenue in supporting developments that violate the public trust as stipulated in Marina del Rey's founding documents.

The specific reasons for public opposition to dividing MdR into four districts, including the envisioned flawed developments therein, have already been articulated by many in the MdR community and, I trust, will be well-amplified by residents at the Special Night Meeting. I wish only to strenuously add my voice of support to this opposition.

Thank you in advance for your attention.

Sincerely,

  
Joel A. Fadem





9100 S. Sepulveda Blvd., Ste. 210  
Los Angeles, CA 90045  
tel 310.645.5151  
fax 310.645.0130

May 27, 2014

Supervisor Don Knabe  
822 Kenneth Hahn Hall of Administration  
500 West Temple Street  
Los Angeles, CA 90012

Re: Official position of the LAX Coastal regarding Marina del Rey Visioning Statement

Dear Supervisor Knabe:

The LAX Coastal Chamber of Commerce represents over 525 businesses in the areas of Marina del Rey and communities surrounding LAX. The issue of Marina del Rey Visioning has not been taken lightly by our organization. In order to accurately review this important document, a taskforce was formed consisting of Marina del Rey stakeholders from the business community, residents, boaters and planning/land use experts. Although there are many interesting and intriguing possibilities presented in the Marina del Rey Visioning document, the taskforce was in unanimous agreement that not all of the proposed plans are feasible. After careful consideration of current conditions and existing land uses throughout the Marina, our organization has concluded that the current configuration of Marina del Rey, although in disrepair, is properly designed.

Marina del Rey was built to provide residents and visitors of Los Angeles County water access with a specific focus on the small craft recreational boater. Whether you are a passenger on a public cruise or an avid sailor, whether you are enjoying a romantic dinner or are on a business trip, Marina del Rey offers unique opportunities for all of its guests. By relocating the current boat launch to Fisherman's Village you remove a prime viewing corridor where millions of visitors have the opportunity to watch active boating. Tourism is a primary driver in the Marina del Rey economy and the views of its Marina are one of its primary assets, an asset that we strongly feel should be protected.

We realize that the boat launch area is a key piece of real estate that affords the opportunity for other community and visitor-serving development. However, there is no geographically desirable location in Marina del Rey that is appropriately sized and/or located for the boat launch, including the proposed Fisherman's Village. While locating the boat launch on the main channel may seem to be a desirable option, in reality we feel that the dangers presented at this location would outweigh the benefits. A multitude of customers using the boat launch are novice or inexperienced boaters. Placing them in a channel with high traffic, as well as variable wind conditions, is a danger not only to them but to the boaters around them. Boater safety should be a paramount concern as it relates to the boat launch and it is one that we would encourage the Department of Beaches and Harbors to study further.

As a Chamber of Commerce, it is normally our position to support business growth and further visitor-serving amenities. Through the work of an architect on our taskforce we were able to review in detail other options to maintain the proposed new retail/commercial/residential site available at Admiralty

Supervisor Don Knabe

May 27, 2014

Page | 2

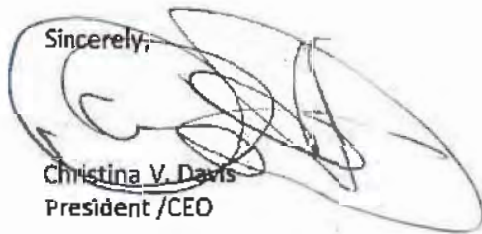
Re: Marina del Rey Visioning Statement

and Fiji while moving the boat launch to another area outside of Fisherman's Village. However, after considering areas such as Basin F and other surrounding locations, no site was deemed functional due to size constraints as well as overarching safety concerns. See Exhibits: Plan A and Plan B.

If the true goal of this document is to produce a vision for Marina del Rey, the taskforce unanimously agreed that all efforts should be focused on increased efficiency and improved mobility throughout the Marina, from both land and sea. As a visitor to the area, it is difficult to navigate through Marina del Rey as a whole. There is poor connectivity and little way-finding signage. Because of this, guests of the Marina congregate in one general location and never discover the numerous opportunities that are less than a mile away.

In summary, the forefathers of Marina del Rey got it right! The LAX Coastal Chamber of Commerce strongly believes that Marina del Rey is properly designed as it currently stands, however it is in dire need of updating. We encourage the focus for the vision of our community to surround transportation and mobility efforts, not on relocation of land uses.

Sincerely,



Christina V. Davis  
President /CEO

Cc: Supervisor Don Knabe

date: 4/23/2014  
 project: MDR Visioning  
 location: Marina del Rey, CA  
 subject: Concept Layout  
 modifies: n/a

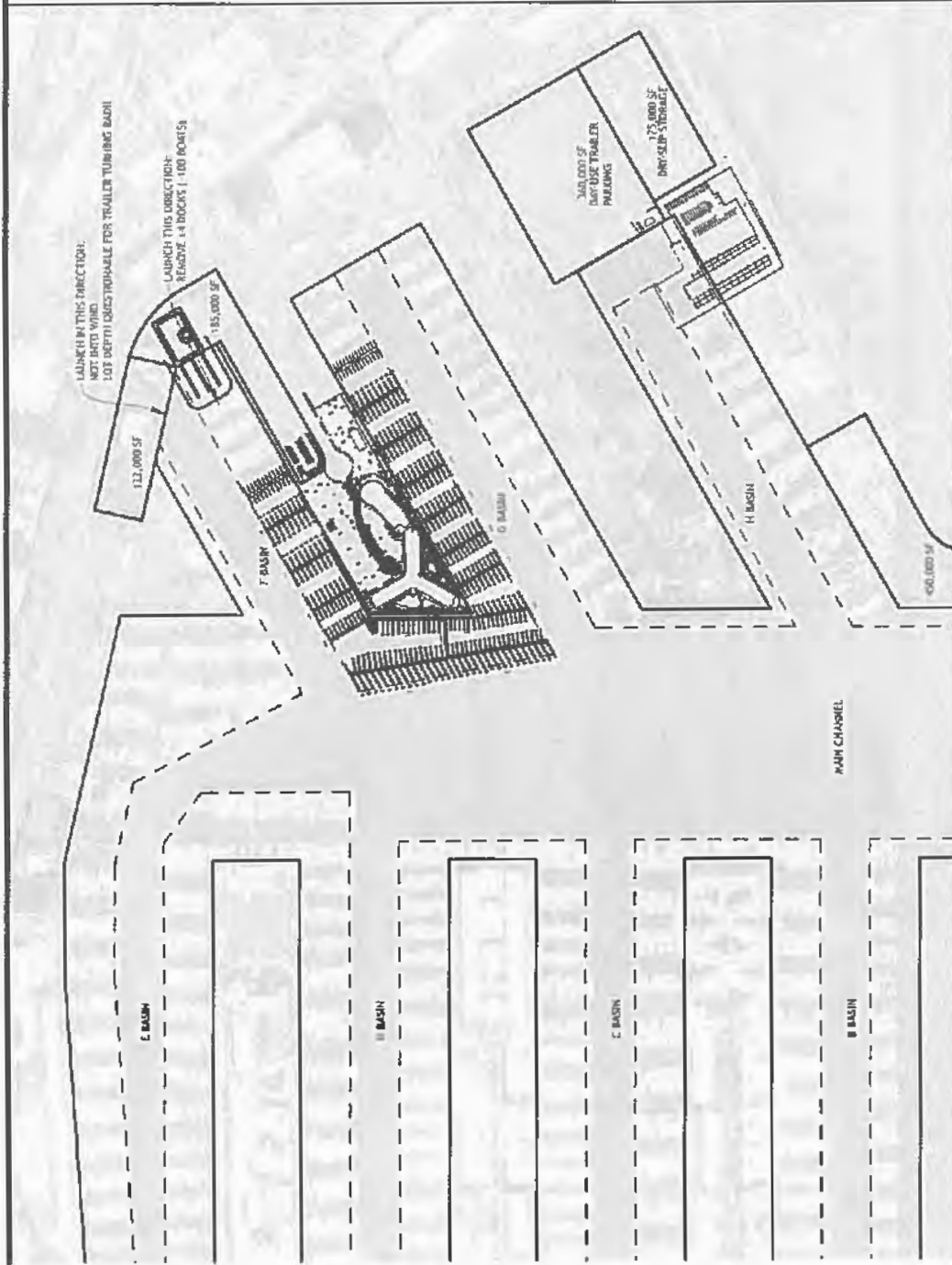
# CONCEPT LAYOUTS - Marina del Rey Visioning

Jamie B. Myer Architects, INC.

1750 N. Western Blvd  
 Los Angeles, CA 90024  
 310.424.9421



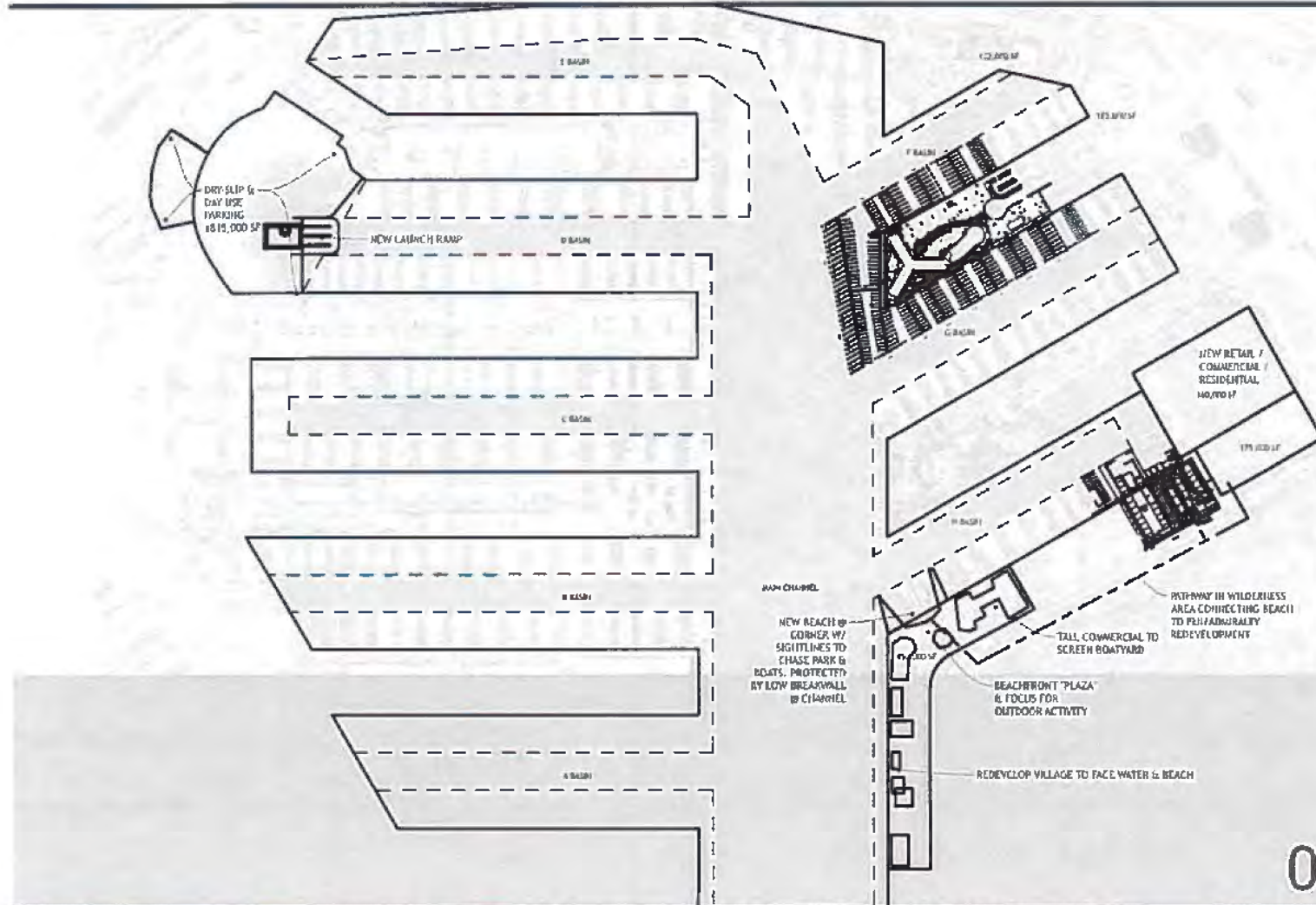
SCENARIO A  
 RELOCATE PUBLIC LAUNCH RAMP TO F BASIN  
 SPECIFY BOTTOM OF 225,000 SF PARKING & DRIVE-UP STORAGE.  
 POSSIBLY REMOVE 100,000 SF SHOPS, ASSUME TO BE TO BE RELOCATED  
 TO EXISTING LAUNCH RAMP AREA.  
 TRAFFIC AIR SHARING MAINWAY WITH TRUCKS, JOE TRAFFIC.



01 Plan A

SCALE: 1:5000

## CONCEPT LAYOUTS - Marina del Rey Visioning



CREDIT NEW BEACH W/ WATERFRONT DINING & HOTELS @ FISHERMAN'S VILLAGE AREA. MAKE A REAL DESTINATION NOT ONLY A COMMERCIAL ONE.

## 01 Plan B

SCALE: NTS



**MARINA del REY SPORTFISHING, INC.**

28 May 2014

RE: Mdr Visioning / Mdr Sportfishing Special Needs.

Commissioners,

I trust you all received my correspondence from last week.

Regardless of where this current plan ends up, please keep the following in mind whenever Marina del Rey Sportfishing comes up in conversation....

Docks, Office space, Storage Space, etc. aside, Marina del Rey Sportfishing has Two Must Have Cannot Live Without needs. Both are pretty much equal, both critical to the operation of a Sportfishing Landing.

**1) ADEQUATE LIVE BAIT STORAGE FACILITIES.**

We require a facility with at least the capacity of our current Fisherman's Village receivers to adequately serve our own fleet and the General public. A Clean, Modern facility to replace our ancient, obsolete one is very doable and would make a fine neighbor in The Marina.

**2) AFFORDABLE PARKING WITHIN STEPS OF THE DOCK.**

Sportfishing is an equipment intensive pastime. Fishermen bring Rods, Reels, Tackle Boxes, Jackets, Buckets, Ice Chests and Coolers aboard and when leaving have Wet Gunny Sacks of whole, fresh fish and zipper bags of filets in addition to all the other gear just mentioned. Our 1.7 persons per vehicle average almost never use public transportation to get here and, well, I'll let you envision their having to drag all this any distance or take some public tram or shuttle.

That's it in a nutshell. I would be glad to discuss these, or anything Marina del Rey Sportfishing related with any or all of you at any time.

Thank You, and Good Luck!

Rick Oefinger, President

310 372 3712; rick@mdrst.net



**From:** [laura s maslon](#)  
**To:** [DRP Community Studies West Area Section](#)  
**Subject:** i wonder if you have ever tried to navigate leaving the marina on a busy summer weekend?  
**Date:** Wednesday, May 28, 2014 8:27:09 AM

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The plans that you are developing do not take into account the amount of public and private use that our roads go through on a yearly basis. how much development will it take for you to realize that you have now made the marina so filled with traffic that no one can come here. Already with the shores and the new apartment buildings on lincoln, it takes 30 minutes more to get home just to enter the marina. sometimes you sit for two or three lights until you can even enter the marina. you are proposing more development? and you are screwing up the boat lanes.

We are boaters. we do watch the wednesday and friday boat races. How can they get across the channel if you have closed off one lane?

We are very much against these plans.

laura & jim maslon  
5517 ocean front walk  
marina del rey, ca. 90292

***Laura S Maslon***

[lmason@me.com](mailto:lmason@me.com)  
310-913-5746 cell  
310-822-9575 home



MARINA DEL REY  
CONVENTION AND VISITORS BUREAU

June 25, 2014

Gary Jones  
County of Los Angeles  
Department of Beaches and Harbors  
13837 Fiji Way  
Marina del Rey, CA 91292

Dear Gary Jones:

Thank you for including the Marina del Rey Convention and Visitors Bureau in your meeting with commercial charter operators regarding Los Angeles County's Visioning Plan for Marina del Rey. In the meeting you requested that the Bureau compile information from the commercial charter companies regarding their specific needs for quantity and size of boat slips, passenger and staff parking, and other related needs. In addition, you were interested in learning more about the quantity of visitors that the commercial charter operators attract to Marina del Rey.

The four commercial charter operations in Marina del Rey - FantaSea Yachts and Yacht Club, Hornblower Cruises and Events, Marina del Rey Sportfishing and Tiki Mermaid – bring tens of thousands of visitors to the Marina. These businesses make boating opportunities easy and accessible to those that do not have or cannot afford their own boats. We sincerely appreciate that as the Marina del Rey Visioning Plan moves forward and recommendations for Marina improvements are made, you will accommodate the needs of commercial charters. This industry plays a vital role in bringing visitors to Marina del Rey, and it is critical that they are provided with appropriate and visitor-friendly location(s) with docks and that sufficient adjacent parking is made available for visitors participating in commercial boating activities.

As one of the largest revenue generators for Los Angeles County, Marina del Rey is often referred to as the Crown Jewel of Los Angeles County. This is an incredible achievement for a community of our size. The Marina's tourism and hospitality industry is unquestionably a key contributor to the overall success of Los Angeles County and provides considerable economic impact to the Marina and surrounding areas. Hotels with waterfront views, easy access to recreational water activities and private/public yacht excursions and dinner cruises are several of the key attractions that bring visitors to the area.



At the end of 2013, the Marina del Rey Convention and Visitors Bureau hired PKF Consulting to conduct an analysis of the economic impact of tourism in Marina del Rey. The findings, though conservative, were significant. The report reveals the economic impact from visitors that stayed overnight in the six Marina del Rey hotels. Recreational activities on the water such as dinner/brunch cruises, sportfishing and private charters are an added benefit for these visitors, offering them options for their itineraries that compare with visitor activities in Santa Monica, Venice, West Hollywood and Beverly Hills. Our four commercial charter operators attract over 122,000 visitors to the area annually. Collectively they generate over \$9.8 million in revenue each year, providing a substantial economic benefit to our community and Los Angeles County.

Provided below are key findings from the tourism economic impact study for Marina del Rey. In addition, I've included visitor related statistics that are exclusive to commercial boat operators in the Marina.

### **The Impact of Tourism in Marina del Rey**

- The total economic impact of tourism in Marina del Rey is estimated to have been approximately \$249.1 million in calendar year 2012 and \$231.1 million in 2011. This is a 7.8 percent increase year-over-year (hotel guests / overnight visitors only).
- Total direct visitor spending was estimated at approximately \$191.6 million in 2012, a 7% increase over 2011, while \$57.5 million was generated through indirect and induced spending. (Indirect spending is calculated by using the multiplier effect that reflects additional spending by hotels, restaurants and their employees).
- Tourism to Marina del Rey is estimated to have supported approximately 1,830 jobs in calendar year 2012, representing an increase of 7.3 percent from 2011.

### **Significant Contributions from the Marina del Rey Commercial Boating Industry**

- Marina del Rey has four commercial boat operators that help make the Marina a more accessible destination for visitors seeking recreational water activities and unique dining and social event venues. These include FantaSea Yachts and Yacht Club, Hornblower Cruises and Events, Marina del Rey Sportfishing and Tiki Mermaid.
- The average number of visitors that participate in commercial boating each year is estimated at over 122,000.
- The revenue generated from the commercial charter operators totals over \$9.8 million annually.
- Commercial Charter Yachts in the Marina see growth potential in the coming years and have made investments to meet these demands. Hornblower Cruises anticipates growth

opportunity in all market segments. FantaSea Yachts and Yacht Club is experiencing growth, but have not exceeded pre-recession numbers.

- FantaSea Yachts and Yacht Club has brought more than 1,000,000 visitors/guests to Marina del Rey over the past 34 years.
- Corporate business groups represent 25-30% of business revenue for FantaSea Yachts and Yacht Club and Hornblower Cruises and Events. Unique venues on the water for private receptions are a strong selling point for attracting corporate meetings business to Marina del Rey hotels.
- Over 50% of the passengers visiting Marina del Rey Sportfishing come from outside of Marina del Rey.
- Commercial boat passengers come from a variety of locations, including Los Angeles County, Southern California and other national and international locations. These boating activities are particularly attractive to visitors within the drive market (two to four hour drive), making weekend excursions in Marina del Rey a popular option for a "staycation."
- The most frequently visited webpage on VisitMarinaDelRey.com is the Boat Charters/Rentals webpage. In 2013, this section received over 68,000 website views, exceeding web traffic for restaurants and hotels.

#### **Specific needs for commercial boat operators include:**

<b>Company</b>	<b>Parking Spaces Required</b>	<b>Dock Space Required (3:1 ratio)</b>	<b>Additional Needs/Concerns</b>
<b>FantaSea Yachts and Yacht Club</b>	100 spaces  Parking space requirements are based on boat capacity of 300 using the established 3:1 guest to parking ratio.  Charter volume fluctuates by season. Summer is the peak season. Evenings and weekends are the busiest times during the week.	(1)100-120 ft dock	Having adjacent landside restrooms would be a benefit. Food concessions and seating are nice, but not essential.  Being located away from sportfishing would be ideal, but is not essential. They have been sharing docks for 10 years.
<b>Tiki Mermaid</b>	36 spaces	(2)50-60 foot slips	Total capacity for 2 vessels is 110.
<b>Hornblower Cruises and</b>	250-350 spaces	(1) 150 foot slip (2) 100 foot slips	Parking needs fluctuate depending on time of year and

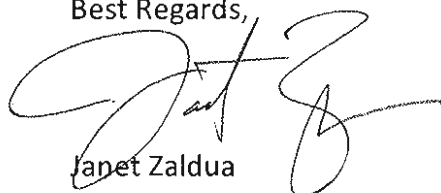
<b>Events</b>	<p>Typically Hornblower Cruises and Events is busier in the evenings and on weekends.</p> <p>The maximum number of spaces (350) would be required Monday – Thursday after 5:00 p.m. and all day on Friday, Saturday and Sunday.</p> <p>Access to 60-75% of the spaces Monday – Thursday before 5:00 p.m. would meet need requirements.</p> <p>In Newport Beach, Hornblower Cruises has developed shared use partnerships with commercial businesses that have empty parking lots after 5:00 p.m.</p>	(4) 80 foot slip	<p>week versus weekend business.</p> <p>Currently Hornblower Cruises and Events is short 1 slip and they do not have a slip large enough to accommodate Entertainer full time at Fisherman’s Village.</p> <p>To support business, Hornblower Cruises would require:</p> <ul style="list-style-type: none"> <li>• Commissary</li> <li>• Sales office</li> <li>• Storage facility</li> <li>• Maintenance shop</li> <li>• Dockside office (similar to current ticket booth)</li> </ul> <p>Being positioned directly adjacent to the sportshishing charter would not be optimal.</p> <p>Being positioned close to a promenade and general visitor traffic would be ideal. In their other locations, the commercial charters work well adjacent to a hotel.</p>
<b>Marina del Rey Sportfishing</b>	<p>208 spaces</p> <p>Peak times for parking are weekends year round.</p> <p>Peak times in summer are between Memorial Day and Labor Day.</p> <p>Parking duration runs three to eight hours.</p>	(6) 40-80 foot slips (16’-25’ wide)	<p>Primary concern is parking close by the boarding dock and the 500 pound bait facility.</p> <p>Their ideal scenario is to remain in their current location. If dock 52 is removed, boarding and docking at Dock 77 would be their second preference.</p> <p>For convenience boat slips, ticketing and boarding should be in the same location.</p>

Thank you for taking the time to review the tourism impact and specific needs of the Marina del Rey commercial charter boat operators. It is critical that as improvements are made to the Marina, their needs are met and they continue to thrive and attract visitors to the destination.

Commercial charters in the Marina provide a vital recreational element to our community and make water access easy and cost effective for visitors. Having a wide variety of water activities available allows the Marina del Rey Convention & Visitors Bureau to promote Marina del Rey as a fun, active and exciting option for travel. The contributions from our commercial boating operators assist in making Marina del Rey a premier destination for both leisure and business travelers.

I appreciate your support. Please contact me if you have any questions or require further information.

Best Regards,

A handwritten signature in black ink, appearing to read 'Janet Zaldua', written over the printed name.

Janet Zaldua  
Executive Director

Marina del Rey Convention & Visitors Bureau

**From:** [Art Ford](#)  
**To:** [DRP Community Studies West Area Section](#)  
**Subject:** Comments on the Marina del Rey Visioning Process  
**Date:** Wednesday, August 13, 2014 8:48:11 PM

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Dear Ms. Natoli,

First a general observation, the needs of residents seem to come in close to last in these County activities, and since they form a good chunk of regular income that LA County receives by virtue of their rent payments to the Lessees, I think resident concerns should have a higher priority than they do today, e.g. "Marina del Rey is a small-craft harbor, visitor-serving destination, and residential community..." should read "Marina del Rey is a small-craft harbor, residential community, and visitor-serving destination..." for starters.

But time is short, and work is tomorrow, so on to comments...

At this point, I think LA County should just leave the Marina as it is, except for ongoing maintenance. This project almost seems to be a solution in search of a problem.

I don't think cutting down the coral trees on Via Marina or anywhere else in the Marina is a good idea. They are going to be replaced with small short trees that probably won't be big tall trees for decades. I would instead look for sick trees, and then replace them with the new trees as time moves on.

Nor do I think adding more boats / yachts is a good idea. The Marina was built the way it was for good reasons; I hope organizational memory hasn't been lost, and therefore we're cycling through ideas as "new" when they were discarded in the 60s and the 70s.

I'm okay with a continuous shoreline walkway, but the rights and concerns of residents must be respected and accommodated.

The one long-term problem I think LA County should be curious about is the effect of global warming upon the Marina. What happens if the sea level goes up by 1, 2, 3 feet or more in the coming years? At those levels, will high tide management be a problem?

Thanks,

Art Ford

**From:** [Art Ford](#)  
**To:** [DRP Community Studies West Area Section](#)  
**Cc:** [LAC Counsel](#)  
**Subject:** Re: Regional Planning Commission to consider draft Marina del Rey Vision Statement - September 17, 2014  
**Date:** Friday, September 05, 2014 4:52:49 AM

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Dear LAC Dept Regional Planning,

Can we have an evening meeting in Marina del Rey instead?

Having a morning meeting in downtown strikes a suspicious mind as a very effective way to stifle MDR resident objections to this in a public County forum.

As you know, most people work for a living, and not only would have to take a day from work to participate in this morning forum, but would also have to pay for parking.

Holding the meeting at 9 am only benefits County employees who presumably enjoy free parking and are inclined to recommend passage of the plan to the Board.

Thanks, Art

Sent from my iPhone

On Sep 4, 2014, at 8:29 PM, DRP Community Studies West Area Section  
<[D12804e@planning.lacounty.gov](mailto:D12804e@planning.lacounty.gov)> wrote:

**\*\*Regional Planning Commission to consider draft Marina del Rey  
Vision Statement\*\***

The County of Los Angeles Department of Regional Planning would like to invite you to attend the September 17, 2014 meeting of the Regional Planning Commission, when the RPC will consider the draft Marina del Rey Vision statement. Individuals will have an opportunity during the meeting to provide comments to the RPC on the proposed Vision Statement.

The meeting time and location are:

**Wednesday September 17, 2014, 9:00 a.m.  
County of Los Angeles Hall of Records  
320 West Temple Street, Room 150  
Los Angeles, CA 90012**

The draft Vision Statement and associated appendices are currently available on Regional Planning's Marina del Rey website. To view the documents please visit: <http://planning.lacounty.gov/marina/visioning>.

The RPC will consider the draft Marina del Rey Vision Statement, with a possible recommendation to the County Board of Supervisors to approve the document. If you would like to provide comments but are unable to attend the meeting, you may send your comments to

[commstudieswest@planning.lacounty.gov](mailto:commstudieswest@planning.lacounty.gov) or call (213)974-6422.

For more information, contact Gina Natoli or Maya Saraf of the Community Studies West Section at (213) 974-6422 or [commstudieswest@planning.lacounty.gov](mailto:commstudieswest@planning.lacounty.gov). Our office hours are Monday through Thursday from 7:00 a.m. to 5:00 p.m.

Community Studies West Section  
County of Los Angeles Department of Regional Planning  
<http://planning.lacounty.gov>  
213-974-6422



**From:** [Art Ford](#)  
**To:** [DRP Community Studies West Area Section](#)  
**Subject:** Commentary re: Marina del Rey Vision Statement (August, 2014)  
**Date:** Sunday, September 07, 2014 4:00:50 PM

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Hello,

As much as I would like to attend the Sep 17th session in Downtown, I just can't get away for that right now.

Most of the Vision Statement really isn't that bad. I mainly object to activities that make beautiful places less so, whether that is done by business or by government. Mature trees and uncluttered shorelines help make a place excellent. Removing remnants of failed projects and replacing them with buildings or nice-looking parks actively used by people are also noble tasks.

I've already objected to the fact that this discussion will be held in downtown during a work day without access to free parking, and that this is at odds with the needs of most people who would probably disagree with parts of this Vision Statement. I suspect the answer from Planning would likely be that one is free to write and send feedback in lieu of a visit, but documents and emails can be cursorily dismissed, whereas it's harder to do that in front of a person.

I've also wondered aloud about the problem that we're trying to solve here.

To me, the Marina, and several of the businesses in the Marina are already great, and I get concerned that destruction of scenic vistas that took decades to create, even if they were unintentionally created, can be wiped out by overzealousness. I heard a great line at an official meeting a few months ago, it was that one applies a scalpel, not a sledgehammer, for a face lift. That remark is right on target.

One thought that immediately comes to mind is traffic, which today is difficult around several important intersections in the Marina such as Mindanao / Lincoln and Lincoln / Washington. I'd like to hear more about the mitigation strategies, particularly for commuters or visitors coming from a distant part of LA County. I bet most commuters and visitors use cars, simple as that. How does that change? Obviously it only changes when it becomes more convenient to use alternative modes of transportation than it does to drive.

Another thought is that perhaps there is too much government planning, and there should be more business based upon what people want, particularly when it comes to land clusters. So according to the Vision Statement, new hotels would appear in Visitor's Row, but what about parcel 9, isn't that going to be a hotel and a big one at that? And it's right in the middle of the Residential District. And what about existing parcels that are at odds with the land clusters? If we were not trying to pre-define land clusters, business activity wouldn't contradict planning documents. Then the answer is, well these clusters are just guidelines. Yes, but if they are guidelines, and then the guidelines are outright not matching new development, then what's the point?

Finally, I like the idea of making the Marina available for increased numbers of business opportunities, particularly small businesses.

Sincerely,

Art Ford

**From:** [SMDV](#)  
**To:** [DRP Community Studies West Area Section](#)  
**Subject:** Marina del Rey Vision Statement meeting  
**Date:** Sunday, September 07, 2014 6:35:26 PM

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Dear Regional Planning Commission,

My name is Stephanie Don Vito and my husband and I have been residents of the Marina for 16 years. We are not able to make the meeting on September 17th but would like to voice our thoughts. One of the reasons why we were attracted to the Marina was because of it's natural beauty and the serenity of the water. We want to make sure that the beauty and ambience of the Marina are kept in tact and that it continues to be it's own city and not try to look or be something else.

Our specific concerns are listed below.

1. Keep chain restaurants and stores to a minimum if at all. Having local stores and restaurants gives the Marina it's own character. We don't want to become another city but rather to keep our own character.
2. Keep the open space and outdoor feel which is what draws people to the Marina.
3. Height restrictions should be put in place and strictly enforced. If building direct next to the Marina is allowed to be taller than one story then you can no longer see the Marina as you drive around on Admiralty Way. This impacts the character of the Marina significantly. We enjoy the Marina because of its nature not to be in more city atmospheres which are all over LA. We need more green space.
4. It's important to us that the park and green space across the street from restaurant row be kept as green space for biking, walking, exercising and gathering.
5. We like the idea of a common civic center area for information, as well as better signage and better bike and walking paths next to the Marina.
6. It's important to us the retail space stay small in size and be more specialty, original stores instead of chain stores.
7. Traffic impacts should be considered on all construction sites. Traffic has increased significantly since more construction of buildings has increased. It has made it more challenging to get in and out of the Marina. It's important not to widen the roads but rather to cut back on construction and think of the quality of life.

Thank you for taking our thoughts into consideration.

Sincerely,  
Stephanie & Patrick Don Vito

**From:** [Walter Braun](#)  
**To:** [DRP Community Studies West Area Section](#)  
**Cc:** [terrie@brauncom.com](mailto:terrie@brauncom.com); [walter@brauncom.com](mailto:walter@brauncom.com)  
**Subject:** Draft Marina del Rey Vision Statement

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Dear Planners,

I fully support the concept of the visioning process. It is great that all stakeholders are included in the collection of information and that the goals, concepts, and planned actions are presented to us. However, I have the impression that the MdR residents, for whatever reasons, were not listened to as much as they deserve. Residents' needs seem to receive less attention than visitors'. The section describing the purpose of the vision statement dedicates half of bullet point five out of six to residents.

Residents and visitors have many common needs and these receive the attention they deserve; e.g., adequate and uncluttered sidewalks, safer crosswalks, and separation of bicycle and motorized traffic. Also, many of us chose to live in MdR because of all those facilities that attract the visitors: boating, fishing, the harbor view, shops, restaurants, etc.

But residents have needs that visitors do not share, such as an acceptable noise level, particularly at night, and playgrounds and parks close to the residential buildings. These needs do not seem to get the attention they deserve.

Considering that a part of the MdR area is explicitly labeled as a residential district, one would expect that in this area the needs of the residents have highest priority, but this is not evident from the vision statement.

The feedback in Appendices A and B show clearly that the residents are overwhelmingly concerned about the following issues which are not addressed anywhere in the vision statement:

1. Slow down/reduce traffic on Via Marina (Appendix A, pp. 64, 66, 100, 131, 133, 185, 188, 209, 214, 216, 153, Appendix B p. 3)
2. No hotel in the residential district (Appendix A, pp. 46, 52, 63, 70, 89, 106, 107, 209, 216, Appendix B, pp. 3, 26)
3. Playgrounds/park in the residential district (Appendix A, pp. 89, 106, 107, 131)

I request that you study carefully the comments cited above and include appropriate actions in the next version of the vision statement. Particularly the first item above can easily be addressed by short-term measures.

Thanks and regards,

Walter R. Braun  
Bora Bora Way

**From:** [Jerome Greenwald](#)  
**To:** [DRP Community Studies West Area Section](#)  
**Subject:** I think if the marina wants to be world class it should look at millennium park in Chicago  
**Date:** Sunday, September 14, 2014 3:17:36 PM

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Sent from my iPad

**From:** [pm2pt5@gmail.com](mailto:pm2pt5@gmail.com)  
**To:** [Gina Natoli](#); [DRP Community Studies West Area Section](#)  
**Cc:** [Kevin Finkel](#)  
**Subject:** Sept 17th RPC Meeting: Marina Vision Statement  
**Date:** Sunday, September 14, 2014 10:16:05 PM  
**Attachments:** [20140917\\_RPC\\_Meeting\\_MDR\\_Vision.pdf](#)

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Dear Gina,

Please find attached a letter to the Commission for the Sept 17th RPC meeting.  
Best regards

Peter McClintock

Regional Planning Commission  
c/o Department of Regional Planning,  
320 West Temple Street  
Los Angeles, CA 90012-3225

September 14<sup>th</sup> 2014

Dear Commissioners,

Re: Regional Planning Commission Meeting .Sept 17, 2014: Marina Del Rey Vision Statement

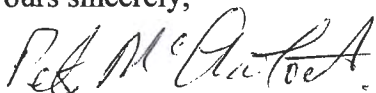
I would like to thank Ms. Natoli and staff for their work on the Marina Del Rey Visioning Statement. The Staff Report and draft Visioning Statement are now more reflective of the expressed views of Los Angeles County residents who would like to see the publicly owned waterfront land surrounding the Marina used for recreation and open space and not urban development. There is no support for using publicly owned waterfront land inside the beltway of Fiji, Admiralty and Via Marina for offices, shopping centers and hotels. The Los Angeles general plan notes serious deficits in Parkland: for unincorporated Westside a deficit of 87 acres and for the entire Westside a deficit of 5,434 acres. The County should use more of the Marina lands for additional parkland - far more than the proposed limited expansion of Chase Park.

Appendix F: Urban Design Technical Memorandum includes several alternative land use plans that were based on the existing LCP. Nearly all of these contain developments that run counter to the expressed wishes of Los Angeles County residents via the Visioning process. Fresh alternatives could be developed that place greater priority on recreational facilities, open space and parks that County residents have asked for and would better serve the ten million residents of the County who need space to breathe.

The existing LCP, versions of which have been vigorously opposed by County residents for over a decade, permits intensive urban development and effective privatization with 80-90% lot coverage, excessive height limits of 140-225' on several lots on the Marina side of Admiralty and minimal setback requirements. It provides inadequate 20% view corridors that, if implemented, would completely block the few remaining views of the Marina from Fiji, Admiralty and Via Marina for vehicle occupants looking at a 30 degree angle from the roadway. A review of lot heights and development intensity was promised as part of the Visioning process but these are not addressed specifically in the draft document. Precise setbacks, height limits, views and design requirements should all be part of the public process.

The LCP is a legal document but the Vision Statement is not. I therefore urge the Commission to recommend as a follow-up to the final Vision Statement a thorough revision of the LCP through a public process to bring the LCP into alignment with a Vision of the Marina that respects the wishes of Los Angeles County residents.

Yours sincerely,



Peter M McClintock  
13700 Marina Pointe Drive

**From:** [douglaspfay@aol.com](mailto:douglaspfay@aol.com)  
**To:** [DRP Community Studies West Area Section](#); [Gina Natoli](#); [clester@coastal.ca.gov](mailto:clester@coastal.ca.gov)  
**Subject:** Marina del Rey Vision Statement letter for the 9/17/14 RPC hearing administrative record  
**Date:** Tuesday, September 16, 2014 11:03:14 PM  
**Attachments:** [MDR\\_Visioning\\_Statement\\_letter\\_9\\_16\\_14.pdf](#)

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Dear Los Angeles County Department of Regional Planning, Commissioners, and Interested Parties,

Attached is my letter that is to be included in the administrative record and distributed to the Regional Planning Commissioners prior to the start of tomorrow's hearing.

Respectfully submitted,

Douglas Fay



To: Los Angeles County Regional Planning Commission and Interested Parties 9/16/14

Subject: Marina del Rey Visioning Statement 2014 comments and questions by Douglas Fay

At the August 2014 Small Craft Harbors Commission (SCHC) the County's Supervising Regional Planner Gina Natoli stated the Vision Statement would be available to the public in late August for review and comment. It was not released and available until September 4, 2014. The pattern of reducing public input throughout this process by the County has been a consistent concern.

*What was agreed to at the California Coastal Commission Hearing Nov. 3, 2011:*

*"So the County has made a commitment also to a visioning process within the next five years, whereby the County will reexamine and update the LCP, addressing the remaining Periodic Review recommendations through a public process. And this review would comprehensively reevaluate the LCP and would examine some major controversial issue areas in the marina, including the density of development, building heights, and potential for additional parkland in the marina just to mention a few." (California Coastal Commission Hearing Transcript, Nov. 3, 2011, pp. 7-8)*

*"However, I would note that that's not to say there should never be any future parkland over on the west side of the marina. Additional parkland on the waterfront near the channel entrance at the end of Via Marina would provide for a more attractive location for visitors in the future, and the County has agreed to explore this option through the upcoming visioning process." (California Coastal Commission Hearing Transcript, Nov. 3, 2011, p. 11)*

*"The roadmap and visioning process was designed to address the cumulative impacts of the known projects that were moving through the pipeline here. We asked the County to initiate a longer term process to address these lingering controversial issues that continue to surround Marina del Rey. And it was no secret that Commission staff, and more specifically our former executive director, Peter Douglas, was never happy with the density and intensity of development in Marina del Rey. So we entered into a conversation with the County and gently convinced them to reexamine these broader scope of issues through this visioning process, followed by an LCP update in this five-year period." (California Coastal Commission Hearing Transcript, Nov. 3, 2011, pp. 181-182)*

## OPENING STATEMENT

The County continues to ignore controversial issues, community concerns and the directives of the California Coastal Commission (CCC). The open and transparent public participation requested by the CCC in this process has not occurred. To date, I have never witnessed or participated in MDR LCP policy discussions at a County public meeting. I have attended several meetings and spoke during public comment. The majority of my comments have been left out of the Marina del Rey (MDR) Visioning Statement (VS). Prior to one of the meetings I received an email notice from the County that stated, “tell us what you think.” When I arrived at the meeting I was told that there would be no public comment allowed. The lingering controversial issues have not been adequately addressed in the VS.

It will take an update team that is experienced in coastal land use planning and independent of the influence imposed by County leadership to achieve this goal.

## HISTORY

Absent from the VS is a very important document House Document No. 389 (HD389). When it was decided that the recreational mecca Venice of America would be redeveloped for other land uses, HD 389 was the Federal document that provided analysis, guidelines, funding, etc. to relocate and affordable to all, recreational opportunities at the future MDR Harbor. The County has not adhered to what was approved by the House of Congress. Required Congressional review has not occurred. The CCC’s approval of the controversial 2012 MDR LCP Update has proven to be problematic. It is an ambiguous document that is riddled with analysis and statements that are inaccurate and false, and coincidentally favored by County Staff. MDR resident and professional journalist Bruce Russell wrote and recently published a book covering past and current bureaucratic obfuscations titled, “Chinatown County The Sell-Out of Marina del Rey”.

Recently County Supervisor Don Knabe publicly stated, “Everything is on the table” regarding land use planning and the VS. Working with paid consultants, his vision to move the boat launch ramp did not come from members of the public that use the facility, it came from developers and investors. Supervisor Knabe has also expressed interest in transforming the MDR land uses to suit the Silicon Beach fad through the VS.

## INTRODUCTION and Purpose of the Vision Statement

The introduction and purpose of the VS is vague, false, misleading and extremely ambiguous. The Visioning process was to be focused on the MDR LCP, driven by public participation, not the County and their consultants, and followed by an LCP Update within 5 years from Nov. 3, 2011.

In other words, as approved, the 2012 MDR LCP is the problem that needs to be opened, amended and completed by November 2016.

Draft policy language for MDR should have been included in the County General Plan Update (GPU). I made several requests at Small Craft Harbor Commission (SCHC) meetings to form a MDR Land and Harbor Use Advisory Committee to review permit applications, draft a vision statement and GPU/VS policies. Unlike the SCHC, which is made up of 2 appointed members from each of the 5 Supervisorial Districts, the advisory

committee would be made up of volunteer residents and business owners from MDR, and one County Staff liaison to take notes, assist as needed, and report to the Regional Planning Commission (RPC). I have not read any reference to this suggestion in the VS. This is a very effective planning tool used in other California counties and apparently needed here.

It is one of many solutions that get to the core of the problem: maximizing public participation at the local level.

The CCC has publicly stated that they are concerned about lingering controversial issues, density and intensity, the deficit of public open space approved in 1996, and many other concerns within the MDR LCP as the basis for the VS process.

## EXECUTIVE SUMMARY – Input, Recommendations, and Implementation

The entire executive summary is ambiguous and problematic, for example under implementation:

- Decisions concerning individual projects.
- Negotiations for lease extensions and new leases.
- Work programs for County departments with responsibilities in the Marina.
- Potential policy changes regarding the Marina del Rey Local Coastal Program.

“Potential” is defined as a possibility and expressed by words “may” and “might”. The purpose of the Visioning process is a mandatory LCP update. Because the current 2012 MDR LCP is problematic all major development and redevelopment project decisions should be stopped until a comprehensive update is completed.

Future negotiations shall be consistent with MDR LCP policy language. Current “pipeline projects” were not consistent with the LCP. The County has not produced a definition for “pipeline project” that is recognized through CEQA. Alternatives need to be considered followed by negotiations.

Work programs shall be included in the LCP Update. I’ve read documents that state County facilities are cleaned daily. The MDR Harbor and Oxford Basin are 2 examples of County facilities that have not been cleaned on a daily basis for decades.

### Implementation Actions Additional Alternatives and Considerations:

1. Should start with the creation of a public volunteer MDR Advisory Committee.
2. Should include a comprehensive harbor maintenance and sediment removal plan. The fact that the harbor is a 303(d) listed impaired water body and not a priority in the VS implementation plan is alarming. Water quality is vitally important from both economic and ecological perspectives.
3. Should include a comprehensive LCP and historical planning review prior to, or concurrent with, the LCP update.
4. Should not consolidate parking and divide land uses into 4 zones or districts. Smart growth principles are suggested. Free short-term visitor parking is needed throughout the marina to support affordable recreational boating. Fish & Wildlife, Lifeguard, and Sheriff services should remain in the harbor at their current location to minimize response times.
5. Should impose mandatory height, density and intensity limits including commercial,

residential and hotel units. There should be no increase in commercial square footage that does not directly support a boating oriented need. For example: waterfront commercial space for Silicon Beach establishments.

6. Should recognize that the Oxford Basin is a Bird Conservation Area that should not become a recreational park for the Oceana Senior Living Facility. It is a bird refuge that was mitigation for the development of the harbor. It needs to be restored and managed for wildlife in perpetuity. It is appropriate to rename this parcel the Roland C. Ross Bird Conservation Area to honor the man that was instrumental in securing the conservation of this 10.7 acre parcel. The County needs to recognize a definition for Bird Conservation Area and guidelines to manage this parcel consistent with ESHA standards. The County should be encouraging the City of Los Angeles to develop a joint water recycling facility at the Thatcher Maintenance Yard adjacent to Admiralty Way Park.

7. The Oceana Senior Living Facility needs to be relocated to a more appropriate location. The Annenberg Foundation's proposed Urban Ecology Center should be considered at this location, adjacent to the Bird Conservation Area, on Parcel OT, rather than within the Ballona Wetlands Ecological Reserve. One of the controversies during the 2012 LCP amendment was the Senior Facility being allowed on a parking lot that was protected to become a public park. To mitigate the loss of public park space, the bird refuge was credited as public park when it was set aside as mitigation for loss of wildlife habitat 50 years ago.

8. Bike and walking path enhancements need to be implemented including alternatives to the current planning documents.

9. Recreational scuba is a water sport activity that continuously gets left out of the planning process. The majority of world-class recreational marinas cater to this lucrative industry. Currently the only amenity available is air fills at the fuel dock. None of the yacht clubs, hotel and residential complexes cater to divers. In fact, scuba in swimming pools, a necessity for training, is prohibited throughout the marina and absent from the VS.

10. The planting palette should be native to the area and maintained for maximum ecological abundance and diversity. Trees should be competently selected and adequately spaced away from bike and walking paths so that frequent damage, ensuing costly repairs, and disturbing roosting birds can be minimized.

11. An aquarium should be considered at an appropriate location for example: Fisherman's Village. A sustainable seafood, live and fresh seafood establishment should be encouraged at Fisherman's Village.

12. All infrastructure systems need to be upgraded to the most efficient and ecology friendly designs including, but not limited to, wastewater and runoff recycling and reuse, solar electricity and heating, rooftop gardens, and energy efficient building design.

13. Live aboard permits and supporting amenities should be allowed to meet the demand.

14. An affordable short-term public haul out and do it yourself repair location should be established. Currently boat owners have to go to Redondo Harbor for this amenity.

15. Nets to remove floating debris should be mandatory on all docks in the marina.

16. The Mariner's Village parcel redevelopment should be consistent with CCC and County language that encourages increased waterfront public access and wildlife habitat

along the jetty. Building setback should be a minimum of 40 feet from the top of the jetty.

17. The County should be prohibited from utilizing the Ballona Wetlands Ecological Reserve (BWER) for temporary and long-term parking and storage purposes. Re-routing the bike path off of Fiji Way and locating it adjacent to the BWER should be considered. The sidewalk on the marina side of Fiji Way, adjacent to the commercial boat operations, should be widened.

18. Revenue generated from MDR should be reinvested into MDR until all of the environmental concerns including, but not limited to, the harbors 303(d) listed sediment impairment, the Oxford Bird Conservation Area's blatant neglect, the encroachment onto the BWER has been removed, and other needed infrastructure upgrades that should be included in a comprehensive LCP Update are funded and completed.

19. To improve water quality, developing an in water boat cleaning system that vacuums the debris coming off the boat , and applying for grant money to develop a system, should a priority and encouraged.

#### SUMMARY

The Regional Planning Commission should recognize that the VS as written should not be approved and recommended for approval by the Board of Supervisors. If you took the time to read the 2012 MDR LCP you would probably notice that part of the document was written by CCC Staff and other parts were written by County Staff to make the pipeline projects seem acceptable.

One of the statements made in the CDP that supported increased recreational use at the Oxford Basin was that there was no public coastal access in the marina because there was only revetment. What about Marina/Mother's Beach? It's pictured on the cover of the VS.

Even though the statement was utterly false, because the LCP was approved it could be used to promote controversial development. That's not acceptable and needs to be changed.

I am available to assist you at drafting a MDR LCP Update that meets the satisfaction of the CCC, the residents, business owners and visitors of MDR, and the County residents. I would be honored to serve on an advisory committee that works with and reports to the RPC.

Respectfully submitted,

Douglas Fay  
644 Ashland Ave Apt A  
Santa Monica, CA 90405



**APPENDIX B**

**ONLINE TOWN HALL IDEAS REPORT**





## **Topic Name: Making One Change**

### **Idea Title: To be known as a bike-friendly destination**

Idea Detail: We need bike paths and bike racks everywhere to encourage more people but with bikes there would be less congestion, fewer cars and parking problems. We need a much more pedestrian-friendly crossing at Lincoln & Maxella, where people access Admiralty Park behind Ralphs.

Idea Author: Karen K

Number of Seconds 0

Number of Points 24

Number of Comments 0

### **Idea Title: Boat/Board Kitchen**

Idea Detail: I think it would be really fun if there were a community based workshop sort of along the lines of the Bicycle Kitchen in Los Angeles, but for the repair and maintenance of small watercraft, surfboards, and SUPs. For a small fee, anyone could bring a leaky boat or a cracked surfboard into the workshop and could get some guidance as they work on repairing the problem themselves.

Such a workshop could help low-income boat owners keep their crafts seaworthy and safe, while also teaching valuable skills such as: woodworking, fiberglass repair, etc.

Idea Author: Josh H

Number of Seconds 0

Number of Points 17

Number of Comments 0

### **Idea Title: change intersection at Via Marina & Admiralty to a roundabout.**

Idea Detail: fewer U turns southbound on via marina

Idea Author: bill A



Number of Seconds 0

Number of Points 16

Number of Comments 0

**Idea Title: Density and traffic**

Idea Detail: We do not need any more hotels and apartment buildings in the Marina, especially of the high-rise and high density kind. They exacerbate the already difficult traffic problems on Via Marina, Admiralty Way, Washington and Lincoln Boulevards. Via Marina and Admiralty are considered scenic routes by the California Coastal commission. Large buildings obstruct view from these roads. Marina del Rey is public land designated as recreational site. It was never intended to be exploited in order to fulfill a developer's dream location.

Idea Author: Sandra S

Number of Seconds 0

Number of Points 16

Number of Comments 2

Comment 1: It's really important to strike an appropriate balance between limiting traffic congestion and bringing people to the marina because it's a lively, fun recreation destination. More inexpensive or free public transportation options will help - a 25-cent "jitney" service that circles the marina every 10-15 minutes would be terrific. Improved, year-round, inexpensive water taxi service is important too. And safe, comfortable bike paths with views, bike racks at parks and restaurants, and water fountains/restrooms along the way would also help encourage people to park their cars and circulate in more relaxed and "greener" ways throughout the marina. What if parking on the outskirts of the marina was FREE and a jitney brought people into the center of the marina to circulate.... but destination parking at Chase Park or Mothers' Beach. etc. was fairly expensive? That might encourage people to "park and ride" in the marina. | By Peter P

Comment 2: This is so important. | By LeeAundra K

**Idea Title: Improve water transportation options**

Idea Detail: Improve dock access at various parts of the marina for dinghies, kayaks, etc.. and



encourage residents and visitors to get out of their cars and use the water to get around MDR

Idea Author: Kevin L

Number of Seconds 0

Number of Points 15

Number of Comments 0

**Idea Title: Upgrading parking meters to take credit cards at Chase Park.**

Idea Detail: This will be more convenient especially when transporting elderly.

Idea Author: Monica L

Number of Seconds 0

Number of Points 5

Number of Comments 0

**Idea Title: Water destination at Mother's Beach, health food market nearby.**

Idea Detail: Cleaning up Mother's beach, making it into a great water park.

Keeping the Marina boater friendly with access to restaurants & shopping.. A good market for area residents, with organic foods highlighted and a greater variety than presently available.

Idea Author: bill A

Number of Seconds 0

Number of Points 4

Number of Comments 0

**Idea Title: Continuity**

Idea Detail: The Marina has no character because the improvements and development are being made in a haphazard manner. It would be so nice to see this redevelopment approached as more of a master plan.



Idea Author: Pat R

Number of Seconds 0

Number of Points 3

Number of Comments 0

**Idea Title: Solar powered water taxis**

Idea Detail: San Francisco has done a really nice job incorporating solar powered ferries from the Embarcadero to Alcatraz Island. Could we use their model and have a solar powered water taxi service in the marina? Cutting fuel costs and air pollution should be the goal. And savings could be passed along to riders - Maybe the water taxi could be FREE June, July and August for visitors, and 25-cents the rest of the year for marina residents.

Idea Author: Peter P

Number of Seconds 0

Number of Comments 0



**Topic Name: What is your vision for Marina del Rey?**

**Idea Title: Bike Paths & bike racks to reduce cars, traffic & parking proble**

Idea Detail: Need to make the Marina & surrounding area bike friendly to reduce congestion

Idea Author: Karen K

Number of Seconds 0

Number of Points 21

Number of Comments 0

**Idea Title: A Community Boathouse**

Idea Detail: Building a community boathouse with space for youth programs and adult non-motorized boat users would be a positive development. The LA rowing community, youth and adults, would be well served by this community facility located directly on the main channel. Take a look at other community boat houses, e.g. Boston, Newport, Austin etc.

Idea Author: Liz G

Number of Seconds 0

Number of Points 11

Number of Comments 0

**Idea Title: Water Accessibility**

Idea Detail: - Be able to get anywhere in the Marina via boat/ look at dinghy docks for access to restaurants/shopping/other access points

Idea Author: Kevin L

Number of Seconds 0

Number of Points 9



Number of Comments 0

**Idea Title: Balance**

Idea Detail: The goal today should be to aim for a logical balance of elements going forward. True boating and water related themes should be the centerpiece from which the other ingredients compliment or integrate. So, first a strong foundation and ideology of water access and boating, then an emphasis on geographic connectivity that will form a better sense of physical community, which is sorely lacking. This area should celebrate its unique geography and role. And those responsible for its restructuring should adhere to its true purpose. This adherence doesn't have to exclude a charm and layout that could also attract tourist activity and dollars. This balance can be struck, but those guarding the bureaucratic gates would need to be sharing this common vision.

Idea Author: Pat R

Number of Seconds 0

Number of Points 5

Number of Comments 0

**Idea Title: Marina del Rey "Another day in Paradise"**

Idea Detail: MDR is a world class location where people come to meet, shop, dine, recreate, visit and live

Idea Author: ralph R

Number of Seconds 0

Number of Points 5

Number of Comments 0

**Idea Title: Harmony with the ocean - e.g. a dedicated sea lion dock**

Idea Detail: This might rank a bit lower in importance than other improvements but perhaps a designated space for the sea lions - one where they are not chased off by dock owners. I know they are a nuisance for boaters but the sea lions are becoming an attraction in their own right and many residents love them. A space like Pier 39 in SF might keep them off the other docks



and bring in visitors. We live and visit the Marina to experience the ocean. Makes sense we should live in harmony with the sea life, yes?

Idea Author: LeeAundra K

Number of Seconds 0

Number of Points 3

Number of Comments 1

Comment 1: Yes, we need to speak to one of the sea lion leaders (the bigger ones I think) and have him instruct the rank and file to go to a specific place to be viewed. | By Pat R



**Topic Name: Walking Marina del Rey**

**Idea Title: Improve path directional & informational signage**

Idea Detail: Add pathway signage throughout the marina on popular walkways with maps/focal points/businesses that someone walking the marina would enjoy - maybe also interpretive signage that gives information about the marina, wildlife, boats, etc..

Idea Author: Kevin L

Number of Seconds 0

Number of Points 18

Number of Comments 0

**Idea Title: more intergrated interaction/accessibility via walkways**

Idea Detail: more intergrated interaction/accessibility via walkways

Idea Author: Dan T

Number of Seconds 0

Number of Points 15

Number of Comments 0

**Idea Title: Provide better parks and make it dog friendly**

Idea Detail: Provide grassy areas for relaxation and play like Palisades park on Ocean Ave.

Idea Author: Karen K

Number of Seconds 0

Number of Points 15

Number of Comments 1





Comment 1: More parks in the western part of the Marina would be great too. How about making all of parcel 9U into a park? With a dog area. An acre refuge for the birds is great but it's not enough and do we really need another hotel? I think occupancy rates aren't anywhere near capacity as it is... | By LeeAundra K



## **Topic Name: A More Connected Marina del Rey**

### **Idea Title: Creating a walker's and cyclist paradise**

Idea Detail: In a community you recognize the faces of your neighbors and of people who live in the same area but in MDR we're always in our cars. For example, when I walk my dog along Admiralty Way I feel like I'm walking next to a freeway. The cars all zoom past me at 50 mph and there are very few crosswalks. The people I do see are walking because they have a dog, they take public transportation, they are running, or they are a tourist trying to figure out how to get to Venice Beach. Additionally, I don't get the feeling that MDR is connected when most of the buildings on main streets are built like a fortress to protect their inhabitants. There are small streets that feel much more connected but I never know when there will be a sidewalk.

If we want to feel connected we have to get out of our cars. Which means that we have to place a greater effort on making MDR walkable and easier for cyclists as well. More crosswalks, lowering the traffic speed, and making sure future developments are not designed to be a fortress for its residents. This all adds to the comfort level of walkers and it encourages more walking among its residents and visitors.

Idea Author: Silvia L

Number of Seconds 0

Number of Points 9

Number of Comments 2

Address: 4160 Admiralty Way 90292, United States

Comment 1: Totally agree. Also need to retain and improve views of the Marina from Admiralty and the Marvin Braude bike trail. | By Peter M

Comment 2: Totally Agree. The streets are designed to flush cars through MDR as quickly as possible, instead of facilitating community. Admiralty should not be just a bypass to Lincoln. MDR residents and businesses deserve a local-serving street that is calm, walkable, and bikeable. | By Eric B

### **Idea Title: Add a bikeway along Lincoln connecting Fiji to Ballona Creek**

Idea Detail: Bicyclists trying to get to Marina del Rey have to go over a mile out of their way to safely enter MDR because Lincoln is not a safe route. If we want people to be able to get to



MDR safely without driving, we need to make alternatives safe and convenient. Recreational bike paths that meander do not serve transportation needs efficiently.

Idea Author: Eric B

Number of Seconds 0

Number of Points 6

Number of Comments 1

Comment 1: Yes, this would allow MDR residents much easier access to Ballona Creek to ride east into Culver City. Looks straightforward to link Ballona Creek to MDR with a bike path adjacent to Lincoln as suggested - some digging to make a route beside Lincoln under Culver but looks as though the existing bridge already has the side span structure and space. Possible alternative is to extend the existing bike path straight across to Ballona Creek from Fiji & Admiralty - a section might need to be elevated above wetland but not difficult.

A very useful addition would be to extend a bike bridge over Ballona Creek to Playa Vista. Might be possible to hang it under or attach beside the existing Lincoln bridge. | By Peter M

**Idea Title: Water Taxi**

Idea Detail: They should run longer than the summer months. It's a unique way to get around the marina on weekends without having to drive to restaurants, find parking or pay for valets, etc.

The cost of having this should be split among the community (ie restaurants, hotels, etc.) as it would benefit all.

We live in the neighborhood and hear visitors and residents alike on the taxi that this would be a huge benefit and draw to the area.

Idea Author: Susanne K

Number of Seconds 0

Number of Points 6

Number of Comments 1



Comment 1: More prominent (but attractive) signs and schedule/fare information at several of the stops would increase ridership. I suspect many are unaware of where some of the stops are. | By Peter M

**Idea Title: Make a continuous public path around the Marina**

Idea Detail: There are too many private areas. There should be a walking path all along the edge of the marina that would let people go for a walk and access restaurants, bars, stores... At this time the marina is surrounded by individual private units of residential or commercial that does not open to the public spaces. lets remove all the chain link fences and open the spaces for everybody to enjoy it.

Idea Author: vianney B

Number of Seconds 0

Number of Points 5

Number of Comments 0

**Idea Title: A free shuttle bus circuiting the Harbor**

Idea Detail: Starting at Via Marina and the entrance to the Harbor, along Via Marina going north, turning right onto Admiralty Way and ending at Fisherman's Village. Then turning around and reversing the route.

Idea Author: Sandra S

Number of Seconds 0

Number of Points 3

Number of Comments 2

Address: 90292

Comment 1: Nominal \$1.50 one-way or \$2.00 round-trip (incentive discount) cost to help subsidized shuttle is reasonable in lieu of free of charge. | By Jessica K

Comment 2: They already do this. Here is the link for the Beach Shuttle,  
[http://file.lacounty.gov/dbh/docs/cms1\\_146916.pdf](http://file.lacounty.gov/dbh/docs/cms1_146916.pdf)



They pick up from Playa Vista, through the marina, and Venice. | By Alicia K

**Idea Title: In addition to walkways/bike paths contiguous around Marina.**

Idea Detail: Open up picnic area at Mother's beach, add enclosed salt water pool to keep pollutants out, add a workout area with various stations & diagrams. That will keep groups off picnic tables and concrete around picnic area. Will try to attach images.

Idea Author: bill A

Number of Seconds 0

Number of Comments 0

**Idea Title: A public park**

Idea Detail: Open up views from Admiralty down the main channel and provide another public space with a small park adjacent to the California Yacht club. This would be a stopping point for bicyclists and pedestrians and an opportunity for local residents from the huge number of apartments in the area to enjoy the Marina area and connect with one another.

Most views of the Marina have been blocked from public streets and even the Marvin Braude bike trail. This would enhance the overall quality of the bike trip around the Marina. People also use this location to watch fireworks and boat parades.

Idea Author: Peter M

Number of Seconds 0

Number of Comments 0

Address: 4469 Admiralty Way 90292, United States



**Topic Name: Marina Congestion**

**Idea Title: Review the corner of Washington and Lincoln**

Idea Detail: Add a bike path to lincoln Blvd. Widen the sidewalks. Plant trees.

Ideally there would be a light rail running in the middle of the boulevard and lots of parking lots along its length.

Also improve the floor marking for pedestrians crossings and increases its number to connect the East side of Lincoln to the marina.

Idea Author: vianney B

Number of Seconds 0

Number of Points 8

Number of Comments 0

**Idea Title: Crosswalks need flashing lights**

Idea Detail: Especially on Admiralty, ALL crosswalks at the major intersections should have flashing lights. People speed badly along Admiralty. I have seen many accidents at Bali and Admiralty in particular.

Idea Author: Alicia K

Number of Seconds 0

Number of Points 3

Number of Comments 0

**Idea Title: Main Channel buoys/markers need lights**

Idea Detail: When navigating through the Main Channel in the harbor, it is often impossible to see the small buoys until you are right up in front of them. It would be much safer in boat traffic if those had some kind of light (solar?) on the top.

Idea Author: Alicia K

Number of Seconds 0



Number of Points 2

Number of Comments 0

**Idea Title: Add bike lanes to Admiralty Way**

Idea Detail: Admiralty Way is where all the destinations are, but it is a terrible road for walking and biking. It needs bike lanes to calm traffic and provide safe and efficient mobility to actual destinations.

Idea Author: Eric B

Number of Seconds 0

Number of Points 1

Number of Comments 0

**Idea Title: add/keep landscape on Admiralty Way**

Idea Detail: Please do not pave over any more medians! Please drive along Stocker St. between La Brea & Crenshaw to compare that pleasurable experience to the paved medians on Admiralty & the ugly intersection of Lincoln & Hwy 90.

Idea Author: Jessica K

Number of Seconds 0

Number of Points 1

Number of Comments 0

**Idea Title: Congestion: More turn lanes Mindinao and Admiralty Way plus**

Idea Detail: at Bali, Via Marina at Admiralty, Via Marina at Washington. Shorten stop light at Bali and Admiralty so more cars can exit and enter. The stop light crossing at Lloyd Tabor Library and Admiralty is dangerous due to convergence of bicyclists, cars and pedestrians at a short crossing point.

Idea Author: Sandra S



Number of Seconds 0

Number of Comments 0

**Idea Title: More crosswalks and raised curb protecting bike lanes**

Idea Detail: Congestion during the heaviest hours of use in MDR is what it is. MDR is a small area with lots of people all trying to get to work at the same time. There are not many streets from Admiralty that lead to Lincoln and most of the smaller streets of residential areas connect to Admiralty. It is only natural that congestion happens, as it does all over LA.

But we can try to make it safer for pedestrians and cyclists which I believe is the goal at the end of the day since it also makes it safer for cars. If there were more crosswalks before major intersections it may give walkers the option to avoid the major intersections and cross before their destinations.

As for cyclists, having a bike lane would make a difference if it is protected by either a raised curb or a barrier of parked cars. I say this because there is a bike lane on Washington Ave but many cyclist choose to use the sidewalk because cars on Washington make it unsafe and intimidating for the less experienced cyclist.

Idea Author: Silvia L

Number of Seconds 0

Number of Comments 0





## **Topic Name (Instant Poll): A Better Marina**

### **Idea Title: Recreation**

Number of Seconds 14

### **Idea Title: Marine**

Number of Seconds 8

### **Idea Title: Restaurants**

Number of Seconds 6

### **Idea Title: Retail**

Number of Seconds 3

### **Idea Title: Residential**

Number of Seconds 1

### **Idea Title: Public Facilities**

Number of Seconds 1

### **Idea Title: Commercial**

Number of Seconds 0

### **Comments**

Number of Comments 8

Comment 1: The marina already is one of the world's best, now we need more public access, Chase park is great, a perfect place for new charter boats, boat rentals, guest slips, sailing lessons and a free human powered boat launch area, all with public parking. | By ralph R

Comment 2: What Marina del Rey lacks are charming, moderately priced, informal waterside cafe/bistros with a view. Shanghai Red's and the Warehouse are a joke, mere tourist traps.



Cafe Del Rey and Jerne are good, but expensive. The Chart House is fine, but again, not very intimate and a bit on the pricey side. The Jamaica Bay Inn restaurant is too formal and also pricey. The food at Killer Shrimp is mediocre and the atmosphere and noise level is frantic. Satori at Fisherman's Village has the right idea. So does the restaurant at the Marina del Rey Hotel. You should talk to Nick Caruso, he understands the concept, but the Waterside has no view. The Marina needs to be on a par with Abbot Kinney Boulevard. That is where locals and the tourists go to eat and shop. In terms of restaurants, MDR is neither a local, foodie or tourist "destination." Given its major asset, i.e. superb water views, it should be.

| By Sandra S

Comment 3: Second that. More outdoor patio restaurants with water views... | By LeeAundra K

Comment 4: Definitely agree. More outdoor patios to enjoy a casual meal, coffee, or a beer are needed. The space adjacent to Mendocino Farms and Fresh Brothers is great, but effectively, you are sitting in a parking lot! Fisherman's Village seems to be the logical place to make this a reality. | By Jim E

Comment 5: There is plenty of shopping in the marina and across Lincoln in Del Rey. We just need better pedestrian / bike access since Lincoln is an 8-10 lane intersection at Maxella. It can be scary and intimidating so people drive, which creates traffic and parking problems. | By Karen K

Comment 6: I think there's more to this. Again, it needs to be a pleasant and desirable destination for all, addressing traffic, recreational and shopping. | By Vivian C

Comment 7: need neighborhood market on Via Marina | By bill A

Comment 8: There is a market on Via Marina, it just needs some updating. | By Jim E



## **Topic Name (Instant Poll): Revitalizing Marina del Rey**

**Idea Title: More bike access**

Number of Seconds 11

**Idea Title: Wider sidewalks**

Number of Seconds 7

**Idea Title: More restaurants**

Number of Seconds 6

**Idea Title: Other** \_\_\_\_\_

Number of Seconds 6

**Idea Title: More trees and plantings**

Number of Seconds 5

**Idea Title: More retail**

Number of Seconds 3

### **Comments**

Number of Comments 14

Comment 1: Provide incentives for biking, walking, using transit. | By Dylan S

Comment 2: Agree with the comments on a revitalized Fisherman's Village | By Kevin L

Comment 3: Would like better dock access to restaurants like the Warehouse and Fisherman's Village. Would also like to see better bike lanes on Admiralty Way going east. | By Mari N

Comment 4: More dock and dine areas for people to enjoy local restaurants.  
Better Fisherman's Village! There is really no reason to go there right now, other than boat rental or parasailing.



Shopping doesn't seem like such a great thing in this community, it really should be a recreational and food-centric city. The place where you go for a beautiful waterfront dining experience after a nice bike ride or boating or fishing trip. | By Alicia K

Comment 5: I'd like to see higher end retail and restaurants at Fisherman's Village. For such prime real estate, we need to do better than souvenir shops and cheap Mexican food. Other cities create "river walk" type settings that attract more local residents. If you build it, they will come. | By Aimee T

Comment 6: More (and better) bike parking, usable with modern locks; bike lanes on inter-basin streets; wayfinding signs to tempt cyclists off the bikeways and to MdR businesses and amenities. (The racks at Fisherman's Village are not very good at all; check these guidelines: [http://www.apbp.org/resource/resmgr/publications/bicycle\\_parking\\_guidelines.pdf](http://www.apbp.org/resource/resmgr/publications/bicycle_parking_guidelines.pdf)) | By Richard R

Comment 7: MdR needs a physical center. That center could be the water. People can come, park and transport via water busses and taxi's, where they could access waterside retail and recreation. | By Pat R

Comment 8: And don't forget that the Marina is and should be all about boats, boaters and marine access! | By Pat G

Comment 9: Owning and storing a boat in MDR will never be cheap. But the marina has lost a significant percentage of small boats slips (30 feet or fewer) over the past decade. This reduced inventory has driven up the cost of the remaining small slips.

These have been replaced by larger, more expensive slips. We need to increase the number of smaller slips so that MDR remains relatively affordable and does not become a playground for the "mega-rich". | By Jim E

Comment 10: In today's world more and more people are using bicycles i think we need to create more safe bike trails, all around the Marina. And as starters for revitalization Fisherman's village is a disgrace and has been for many years. | By ralph R

Comment 11: How about revitalizing the Community Room at Chase Park? | By Monica L

Comment 12: How about a better restaurant selection at Fisherman's Village? | By Monica L

Comment 13: Second that. | By LeeAundra K



Comment 14: Improved signage that ties the entire community together as one destination and provides information about MDR businesses and focal points as well as information about the harbor, birds, sea life and other natural elements of MDR | By Kevin L



## **Topic Name (Instant Poll): Getting From Here to There**

**Idea Title: Shuttle**

Number of Seconds 8

**Idea Title: Walking**

Number of Seconds 6

**Idea Title: Bicycle**

Number of Seconds 5

**Idea Title: Bus**

Number of Seconds 0

**Idea Title: Ride Share**

Number of Seconds 0

### **Comments**

Number of Comments 8

Comment 1: I would like to see the water taxi operate year round, not just in the summer. The water taxi "stops" should be more than just a dock or slip - an iconic structure that really calls attention to the water taxi and its route would increase ridership and could make the water taxi a destination in itself. Imagine if the simple "ride around the marina" was just that - an destination opportunity to see the marina from the water and maybe stop midway for an ice cream break or for lunch at one of the waterfront restaurants. | By Peter P

Comment 2: I agree that all listed are important | By ralph R

Comment 3: Consider a means to walk completely around the Marina, not just portions. I tried once to walk from Mother's Beach to Fisherman's Village and was met with many obstacles of blocked off paths and having to back track to go around certain facilities. | By G B

Comment 4: Marina needs to be redesigned to make it a pleasant destination for all. That includes better traffic control, better planned shopping and dining areas overlooking the water -



basically what's been done very successfully in Long Beach and San Diego. | By Vivian C

Comment 5: A "boardwalk" along the harbor and interweaving through and with restaurants, shops, view points, etc. | By Dan T

Comment 6: The County should look at connections between the Marina traffic and nearby school traffic and also reach out to stakeholders in surrounding communities. We all share the same roads. | By Pat H

Comment 7: In addition to continuous and safe bike routes; an effective shuttle would have a significant effect in diminishing traffic. | By Noah N

Comment 8: A continuous and safe bike route that connects Venice to Playa is necessary- the current route is not adequate | By Steven C



## **Topic Name (Instant Poll): A Family-Friendly Community**

**Idea Title: Park**

Number of Seconds 5

**Idea Title: Other** \_\_\_\_\_

Number of Seconds 3

**Idea Title: Affordable Dining**

Number of Seconds 2

**Idea Title: Better Sidewalks**

Number of Seconds 2

**Idea Title: Museum**

Number of Seconds 1

**Idea Title: Family Entertainment**

Number of Seconds 0

### **Comments**

Number of Comments 9

Comment 1: My friends and I are mourning the loss of Cafe Mermaid. More casual dining places are needed for the kayakers, SUPs, and others who want to enjoy a causal bite to eat even if they have sandy feet or wet clothes! | By Pat G

Comment 2: Parcel 9U (corner of Via Marina and Tahiti) has been vacant for years and efforts to build a hotel there have flailed. Give up the idea of a hotel or any sort of building and make it a park. The 1 acre refuge for water fowl the County has already planned is a good idea but too little an effort. We don't need another hotel - we need more parks, especially on the west side of the Marina. | By LeeAundra K





Comment 3: Marina Del Rey should be an exceptional recreational playground for LA residents who want to escape the congested city.

Priorities: open space/parks, views, recreational facilities, paths, low rise restaurants and parking. Recreational facilities should include more kayak/paddle board launch locations and storage, small boat launch and storage, playgrounds, courts (tennis, paddle board, basketball, volleyball, etc). In-short, a multi-use park. | By Peter M

Comment 4: Families want a safe, fun place to visit. The biggest turnoff to families in this area is trash (Marina Beach especially needs help) and the large transient population. Direct information from the MDR Sheriffs department tells us that many drug users and known felons are coming from Ballona wetlands into the marina area, and until this issue is addressed, they will continue. This needs to be a state and county effort, the Ballona wetlands are protected for animals, and the amount of people living there is detrimental to not only the environment but also their own health. | By Alicia K

Comment 5: Absolutely, we need more public spaces where people can gather, sit, walk/bike, snack and enjoy views and fresh air coming off the Marina. An opportunity exists to create such a space on the Marina side of Admiralty somewhere between the Fire station and the Library. This would simultaneously allow views from Admiralty and the Marvin Braude bike path. It is roughly equidistant between Chase Park and Mothers Beach both of which are well used.

Residents of the huge number of apartments created in the area and across LA need open spaces to breathe. We do not need more hotels and construction crowding the Marina. It is a unique publicly owned location that should not be destroyed by over development. | By Peter M

Comment 6: Stop destroying the MARINA by extending the CITY out and even over the water, lessening water views, adding traffic where traffic cannot be mitigated due to the limited land BECAUSE THIS IS A MARINA, and causing worse air pollution than we already have.

FROM THE ONSET OF THIS MARINA IN THE 60s IT WAS MANDATED, AMONG OTHER THINGS, THAT PEOPLE WOULD BE ABLE TO WALK EVERY FINGER AND THE ENTIRE MARINA AT THE WATER WITHOUT OBSTRUCTION. THAT HAPPENED TO A LIMITED DEGREE AND NOW IT WILL BE LESS THAN IT EVER WAS.

The County Supervisors had a WONDERFUL IDEA in creating the Marina and they have spent all their time since then mismanaging it in a myriad of ways, including, it seems, approving DEFERRED MAINTENANCE in the developers/lessees leases, as instead of maintaining residential and commercial leaseholds from the onset, they have been left to deteriorate, been totally mismanaged and now that their super long lease terms are up, it's off



to the races to "citify" our MARINA.

SO SAD.

| By Roslyn W

Comment 7: There are 3 things that attract families/people, and they are "FOOD" "MUSIC" and what ever else happens. Thus to reinvent Marina del Rey we need several gathering places with all levels of food and entertainment. | By ralph R

Comment 8: The picture above would be the perfect area for an enclosed salt water pool that families, adults & children could safely use. It would allow for a separation between the boat pollutants and a filtered & monitored pool. It would still allow the paddle boarders, kayakers, etc. ample room. The picnic area would be much more inviting if open & cleaned with a few unisex bathrooms and an outdoor tiled, shower. | By bill A

Comment 9: More bike facilities | By Dylan S



## **Topic Name: Meeting Your Needs**

### **Idea Title: Cleaner water**

Idea Detail: This beach exceeds state pollution standards 17% of the time (per NRDC.) It is one of the more polluted beaches in the area which is not good considering it ostensibly caters to small children.

Idea Author: LeeAundra K

Number of Seconds 0

Number of Comments 0

### **Idea Title: Children's play area**

Idea Detail: Having a safe place for children to play (jungle gym, slides, etc.) with an appropriate, soft, ADA accessible play surface would be great.

Idea Author: Peter P

Number of Seconds 0

Number of Comments 0



## **Survey: July 17th Community Focus Group on Mobility, Circulation**

**Question: Are the right types of parking in the appropriate places in the Marina to serve your needs?**

Definitely not enough parking and not well indicated.

I don't drive to MDR.

Modern bike parking

Need better parking at Fisherman's Village, specifically for large mass of cars exiting the premises

no. need more parking

Parking is terrible in the Waterside Shopping Center. That whole lot is designed really badly, it is constantly congested and the flow doesn't work right. Parking on the whole west side of the marina, especially on Tahiti Way.

yes

**Question: Once you park your vehicle, is it easy to walk to your destination, or are there improvements you would suggest that would make walking from parking lots more comfortable?**

better promenades

Bike racks should be abundant and as close to destinations as possible.

I don't drive to MDR.

It's fine.

No clear signage or visibility for where to go in the marina from any public parking area - maybe have maps/suggested walking tours/restaurant guides/activity guides so people who are parking have some sort of idea of what is walkable - also offer direction to alternate parking areas

The only place with parking and easy access to the marina is at chase park.



The parking area is sadly too small and the other parkings are not easily connected to the marina.

yes

**Question: What enhancements should be made in the Marina to improve pedestrian and bicycle circulation and access?**

Better bike signage for the 22 mile coastal bike path. Maybe maps of the harbor more frequently in the area? Flashing pedestrian crosswalks.

For bicycles there should be direct access from Mothers Beach all the way down to Tony P's. To get there I bike on a narrow sidewalk in front of the Marina City Club. Finally past Ritz Carlton to Tony P's to but back in the dangerous street of Admiralty Way to get to the bike path. The area at the City Club should be open to the public to access and their should be access all the way down to hook up with the bike path and avoid the street.

Need to better identify bike lanes, specifically in areas where bikers need to transition across traffic (like on Fiji Way)

New cycle-tracks or separated bike lanes on every street, and resurface existing bike paths.

promenade

There needs to be efficient bikeways on the streets that allow bicyclists to connect to retail and other destinations. The recreational path meanders and is totally out of the way for people actually biking for transportation. The streets are not safe right now.

There is a major missing connection between Ballona Creek and MDR along Lincoln. Having to go all the way to Fiji adds well over a mile to a trip from areas to the east, which is a major deterrent to people trying to get to MDR.

Wider sidewalks along the water. Continuous access to the water edge for pedestrians and bicycles.

**Question: What ideas do you have for improving boater facilities, boat circulation and access?**



Access to the marina seem fairly good.

Fisherman's Village needs a major overhaul and more better restaurants. El Torito and Shanghai Reds are terrible. No boater parking. What a joke considering there is plenty of space for docks for boaters to park and dine or shop. The County uses space to park derelict boats that are an eyesore to look at. Nothing to promote tourism. Get rid of the County derelict boats and make nice boater parking & give Fisherman's Village the much needed makeover it needs with much better shops & restaurants

More dinghy and kayak and SUP storage!!! A major issue for years. There really isn't very much small craft storage available, esp. since marinas are no longer allowed to get dinghies stored on docks near the seawall. This has eliminated much of that storage option.

Also, it is VERY difficult to see the Main Channel markers in the middle of the channel. Could they install some sort of light on the tops of those buoys? Many people have run/almost run over those at dusk or after dark.

Need to put boater supply access closer to the public boat docks for visiting boaters or provide easier and more clearly defined paths & routes to get to these areas. Newport Beach has a welcome guide for visiting boaters that helps communicate various services, attractions, restaurants, etc. in the area -- maybe add that?

No answer

none

none.

#### Comments

Number of Comments 0



## **Survey: July 17th Community Focus Group on Mobility, The Promenade**

**Question: What do you think the promenade should look like (i.e., width, design, amenities)?**

As wide as possible with smooth surface - signage geared towards directions with overview of the marina and possible walking paths with distances, signage directed towards education and information on the Marina, wildlife, fauna, marine life, etc., signage addressing other areas and modes of transportation available (bus, WaterBus, etc..)

Benches, nice looking trash cans, no chain link fences, landscaping (non-invasive local plants and trees that don't require much water). Walkways should be either stamped concrete, brick, or some other low maintenance paved area.

drinking fountains, maps, lots of landscaping

I'd like to see it as wide as possible with adequate lighting for night strolling. It would be nice if there were doggie bags along the way for those who walk their pets. Nice lamps and benches would be nice and maybe some little vista spots to look out on the water.

Keep it simple: Repave (possible with paving stones), new fences, some landscaping and a couple of benches.

landscaped, widened to accomodate pedestrian and bike traffic. pavement fixed.

Minimum 20 foot wide wood or stone boardwalk around marina. Including food and entertainment kiosks, ergonomic benches and turnout areas for resting. Nicely designed bike areas to be used to lock bikes safely.

No more chainlink fence.

Take example from all the little harbors in the south of France. The city should be connected to the water.

Floor to be brick pavers.

Lots of trees and benches and grass areas. Human scale lighting.

Bike path. Running path



Walking path. The promenade should be as wide as possible.  
Room for small food/drink merchant, restaurants, bars...

Similar to Ventura Surfer Point new promenade, very wide maybe 60 to 80'  
includes both peds and bikes

Question: Aside from pedestrians, should other transportation modes be encouraged on the promenade (e.g., bicycles, other)?

bicycles

bicycles but with strict speed limits!

Bike lanes should remain on the designated 22 mile bike path. Most pedestrian walkways are not wide enough to accomodate additional bike lanes. It would be nice, but not very realistic around the whole marina.

Bike/ skate and skate board lanes should definitely be incorporated into the design of the promenade.

It would be nice if bicycles were in another section so parents wouldn't have to worry about their kids getting mowed over by a speeding bicyclist or skater.

Keep bicycles on a separate promenade like Manhattan and Hermosa Beach

walking and biking

yes

yes, see above comment

Question: Would you like to see vendor kiosks, food trucks, etc., along wider sections of the promenade?

Yes(2)

Yes. Restaurants with open outdoor terraces. Also stores.

As well as seating areas and public restrooms





It might be nice to have old marina history/photos on boards around the promenade. People are always very interested in this harbor, and it has a great potential to educate even our locals here about their effect on the area.

maybe...

Not really. We don't need an extension of Venice Beach. The last thing I want to see are street performers!

possibly. only on certain days or evenings. no s.m. 3rd street promenade.

Venor Kiosks, food trucks, entertainers should be incorporated and all add to a lively waterfront experience.

**Question: Would you like to see events programmed at locations along the promenade?**

yes(2)

yes, great opportunity to bring more people to the waterfront at areas where there is already visitor-serving areas (Fisherman's Village, Burton Chace Park, etc)

Historical and boating events. MDR walking tours. Love the Burton Chase concerts, food trucks, and farmers market. Maybe a Spring Clean harbor cleanup event? Venice Beach always does a beach cleanup with organizing help from Santa Monica Bay Restoration Foundation.

No.

Not really, but I could go either way.

Of course, but the events will come naturally as soon as the Hardscape and landscape is fixed.

possibly. depending on what kind

Programmed events all add the liveliness that supports a healthy boardwalk experience.

Concerts, music, poetry, movie nights, boat shows, etc. all are encouraged.

**Comments**



Number of Comments 3

Comment 1: Please save Mermaid Cafe. It's a unique venue and much needed by those of us who are welcomed there by Jenny and her crew although we are wet or sandy! | By Pat G

Comment 2: I have been saying for years Marina Del Rey is LA's best kept secret. MDR should be very upscale in order to attract tourism and revenue. I'm glad their is re-development going on but their needs to be a lot more done to make it more desireable. With as much money as the boaters and apartment tenants pay, MDR shouold be a lot nicer. The picture above looks like an alley in Van Nuys, not multi million dollar MDR. | By Brett J

Comment 3: That picture is extremely misleading. I know exactly the location, and if you were to look slightly left you would see beautiful boats at the end of "B" Basin. If you look slightly right you would see the renovated condos along Via Marina.

Let's not get too bent-out-of shape about an asphalt path with some weeds. | By Jim E



## **Survey: July 17th Community Focus Group on Mobility, Wayfinding**

**Question: How should visitors be directed to and from different locations in the Marina?**

**Develop a brand and keep the message consistent with signage**

**I like the signs that are up now, I think the logos and colors are done nicely.**

**Nautical signage that is consistent through the entire marina including overview maps and specific points of interest / for arriving boaters, create a small boating guide brochure that could be given to visiting boaters about MDR facilities, amenities and areas of interest (restaurants, supplies, grocery stores, etc.)**

**signs...**

**Question: What areas or key destinations in the Marina are important to direct visitors to and from?**

**Fisherman's Village to hotels & restaurants, to/from Mother's Beach**

**fisherman's village, water busses, the bike path, the bike path, the bike path**

**Public launch ramp. Burton Chase Park. MDR Visitor Center. Venice Beach. Is there an "entering marina del rey" sign when coming from Washington Blvd?**

**Santa Monica**

**Braude bike path**

**Question: Which is most needed in the Marina: better wayfinding for cars, pedestrians, bicyclists or boats (or are all of the above needed)?**

**All of the above are needed in clear, consistent, easily identifiable signs**

**all of the above, most especially the bike path**

**Bicyclists unfamiliar with the marina have a VERY hard time keeping track of the 22 mile coastal bike trail when it crosses Washington and over to Admiralty. People are always getting lost around Bali Way area. Better signage for bikers and absolutely flashing lit crosswalks for pedestrians.**



**Need more info for bus riders, how to get to Santa Monica, how to get to LAX, Hollywood, downtown LA, and other tourist destinations using public transportation.**

**Comments**

Number of Comments 0



## **Survey: June 1st Walking Tour and Mobile Workshop, Admiralty Way Area**

**Question: What are the opportunities to create a better relationship between existing uses?**

**Create a bike lane on Via Marina and on Admiralty Way**

**Create a walkable pathway that runs without interruption from Mother's Beach (which by the way should be officially named Mother's Beach) with signage and cutouts from various locations along Admiralty.**

**Major renovation is needed on Bali and Admiralty, the area is blighted not what we need in MDR. This is a perfect area for visitor serving recreational boating activities, rentals, charters and sales**

**More connectivity between Admiralty and mole roads and waterfront**

**Perhaps, a forum, not meetings but access through the internet where the Lessee's can communicate with each other and the County with greater ease and no backlash. A site not open to the general public.**

**We need walking paths that allow people to efficiently move between the apartments, hotels, restaurants, and waterfront activity locations. We also need better control over construction projects and activities, which seem poorly coordinated and put too much heavy vehicle traffic on main conduits, and place traffic and parking restrictions on normal traffic.**

**Question: How can we improve accessibility to the water?**

**By creating sanctioned and signposted accessibility for walkers. By determining a place for visitors to park and then have a reliable water bus to take them around via the basins and channels. By having retail accessible from both land and water. By not charging for parking at Fisherman's Village - revamp the old fuel dock and make this an area to jump off from. Let this be the hub from where tourists can access the water/waterbus. It makes sense in terms of potential traffic congestion.**

**Improve signage throughout the marina and provide updated information on how the public can access the water through the wide variety of uses currently provided**



Improve transportation (shuttle service & increased water taxis). Open up the walkways that are currently blocked or gated. It would be nice to walk along the water from the canal to Fidji Way, if possible.

Offer more low cost small boat rentals, have additional public human powered boat launching areas. Offer low cost public sailing lessons

Post signs to show quickest route to the beach and beach parking

the marina should have public dingy docks at several locations, with adequate space to tie up for limited periods of time in order to allow visiting restaurants, shops, etc. We also need to maintain an adequate number of parking lots and spaces, even though these may be underutilized most of the time.

**Question: How can we create a more comfortable pedestrian environment?**

Continue the board walks they are great.

Create bike lanes on Via Marina and Admiralty Way so that bikes stay off the sidewalks

Create more walkable access.

Hire a master planner and lean on individual lease holders to cooperate with their philosophies of connectivity.

Rather than building these new apartments right up to the roadway there should be sufficient set-back to allow for sidewalks. We also need to open up those waterfront promenades currently blocked by yacht clubs, private enterprises, etc. Access to the water all the way around the marina should be a right, not a privilege decided by the leaseholder of the individual parcel.

Widen, level and improve walking paths. Tie them together to keep them out of flows of traffic. Improve on-path signage to include directional, environmental and exercise elements.

**Question: Do you have any other comments?**

I think this process may be helpful but I fear it is too late. The bad designs



like Esprit I and II and Neptune have already been approved. They do everything wrong, in terms of making the marina more comfortable place to live. And the people handling the construction and development projects have very little regard for the current residents.

No

Overall the Marina is great, we just need more ways the public can get out and enjoy the water

Plan community outreach events as far out as 30 days so local publications can assist you in spreading the word of your outreach.

See a lot of people who don't know how to get around the marina on all forms of transportation - walking, biking and car

The Marina needs to go back to be a "marina". That is the big attraction. Water, water, water.

#### Comments

Number of Comments 0



## **Survey: June 1st Walking Tour and Mobile Workshop, Channel Entrance Area**

**Question: How can we enhance recreational opportunities at the channel entrance?**

**Provide a boater guide to recreational opportunities in MDR to all visiting boaters. Increase parking and move to hourly pay rate with parking.**

**Question: What are the opportunities to support and enhance visitor-serving uses in this area?**

**Increase parking. Upgrade signage to clearly identify and explain various visitor-serving uses.**

**Question: How can we improve connectivity within the channel entrance area to other areas of the Marina?**

**Produce map showing routes to get to various points in the Marina. Tie this into public transportation.**

**Question: Do you have any other comments?**

**No**

**Comments**

Number of Comments 0





## **Survey: June 1st Walking Tour and Mobile Workshop, Marina (Mother's) Beach Area**

**Question: How would you enhance the visitor's experience in this area?**

**Commit to a nicer beach, with a cleaner, more appealing water area for swimming and other water activities. (Currently looks like a shallow pond).**

**Improve amenities like bathrooms. Provide onsite sundries shop for beach users.**

**Parking north of gym takes up prime waterfront  
Not a great plan.**

**Recognize that kayaks, outriggers, paddleboards, etc. do not need floating docks. They are, by their nature, designed to be launched from a beach. The beach area should focus on these activities. The floating dock area at Mother's Beach should be designated for guest dock use, and possibly as a Water Shuttle stop. The water shuttle should be revised to provide bow loading and unloading, as it would then take up less space on each dock it uses, thereby freeing up space for guest docks**

**Question: What elements would you add to complement existing recreational uses and amenities?**

**Create a water park environment, with kid friendly activities. Perhaps a bridge to get from one side of Mother's Beach to the other, high enough so it doesn't interfere with boating.**

**Every visitor serving amenity in MDR should be serviced by guest boat docks. The existing long dock on the North side of Mother's Beach would be an appropriate location for such a dock. If a portion of the dock is needed for ADA access or Water Shuttle operations, then the leeward side of the dock should be reserved for dinghy parking (bow in to accommodate more vessels) If possible, a larger dock should be provided for boats larger than dinghies to access the restaurants and beach area.**

**Outdoor dining**

**Sundries shop for beach goers that included some sort of deli-style food opportunity.**



**Question: What would you do to improve connectivity to other areas of the Marina?**

Again, guest docks are needed. On a day when it's foggy or rough outside the Marina, boaters used to entertain guests by taking them to restaurants by boat. That no longer happens because nearly all of the restaurant adjacent guest slips have disappeared.

Directional signage, maps and other wayfinding assets - widen scope and duration of the WaterBus to allow beach goers to access other parts of the marina via water.

Free or inexpensive electric shuttle service that stops at the hotels and can commute from Via Marina to Fidji Way (Fisherman's village).

The water bus might run year round

**Question: Do you have any other comments?**

I am a founding member of the Board of Directors of the MDR CVB, having been appointed by Don Knabe and the LA County Board of Supervisors as the Community Representative. Providing guest docks for visitor serving facilities in MDR has been a CVB priority since its inception over a decade ago, as we recognize that waterside access to landside amenities fosters interaction between boaters and shore based amenities, which contributes to the attractiveness of MDR as a recreational destination.

I'd like to see more dining patios such as Shanghai Reds

No

No more apartments or permanent living residences. More boat friendly, affordable mooring areas, finish repair of docks. Encourage visitor's to arrive by boat rather than auto. A market so visitors to Mother's beach don't leave Mother's beach for supplies (as well as shopping for residents). Add restaurants, where closures. Clean-up walk-ways.

**Comments**

Number of Comments 1



Comment 1: The area in F basin along the North bulkhead in front of the existing office building would be an outstanding locating for a guest dock. I discussed this with Santos and he agreed that this space is under utilized and, since it is owned and controlled by the County, would be an excellent location for a dock which would allow access to the Warehouse, Tony P's, etc.

DB | By DAVID B

**APPENDIX C**

**OUTREACH TECHNICAL MEMORANDUM**

## **Outreach Technical Memorandum**

The visioning process included a community outreach program to provide various opportunities for the Marina del Rey community and stakeholders to share ideas about what type of community the Marina will be in 15 to 20 years. The community outreach program consisted of telephone interviews, community meetings and workshops, focus groups, and a web-based tool to solicit input. The specific activities included:

- Telephone interviews
- Community kick-off meeting
- Community walking tour workshop
- User focus groups
- Community mobility focus group
- MindMixer interactive website

In addition to these methods and tools, DRP staff responded to telephone and email inquiries regarding the visioning process.

More than 130 people attended the initial kick-off meeting in April 2013. This introduction to the project and outreach process concluded with a question-and-answer session that provided a preview of the themes that would emerge during the outreach process, many of which are tied to enhancing the Marina. To better understand the perspective of different Marina del Rey community members, the outreach team also conducted a series of telephone interviews with stakeholders from different groups and organizations, including the Boating Coalition, California Yacht Club, Marina del Rey Lessees Association, We ARE Marina del Rey, LAX/Coastal Area Chamber of Commerce, Marina del Rey Convention and Visitors Bureau, and the Venice Neighborhood Council.

The team also hosted a walking tour and mobile workshop attended by more than 30 community members in June 2013. This event gave community members the opportunity to tour key areas of the Marina alongside County staff and provide direct input on any changes or improvements they would like to see at these and other locations. There were additional opportunities for community participation on the heels of the walking tour.

Community members were invited to attend a mobility focus group on Wednesday, July 15, 2013. Over 30 community members participated in an interactive exercise to identify opportunities to improve mobility and access in and around the Marina.

From June to August 2013, more than 50 people representing a wide array of groups, businesses, and organizations participated in targeted focus group sessions, including:

- Members of the non-motorized boating community with representation from Marina del Rey Outrigger Canoe Club, Los Angeles Rowing Club, US Rowing, Marina Aquatic Center Rowing and UCLA Boat House, Row LA, and stand-up paddle boarders;

- Retail interests representing FantaSea Yachts, Hornblower Cruises, Marina del Rey Convention and Visitors Bureau, Lloyd Taber-Marina del Rey Library, Marina del Rey Sportfishing, Marina Towers, and Paradise Boating Yacht Charters;
- Neighboring community members;
- Boating stakeholders, with representation from Del Rey Yacht Club, South Coast Corinthian Yacht Club, Pacific Mariners Yacht Club, and Fairwind Yacht Club; and
- Members of the Marina del Rey business and hospitality community with participation from Foghorn Harbor Inn, Jamaica Bay Inn, Marina Properties Co., Pacifica-Hilton Garden Inn, the Ritz-Carlton of Marina del Rey, Specialty Restaurants Corp., Tony P's, and The Warehouse Restaurant.

Representatives from neighboring communities were also invited to participate in focus group discussions but none attended.

In addition to community outreach, the visioning process also relied on research and analysis of existing conditions in the Marina. Cases studies and best practices were detailed and together with the community input, were used to inform the recommendations described in this document. The County enlisted the expertise of consultants to guide the analysis efforts in the following areas:

- Community outreach
- Market conditions
- Mobility
- Urban design and land use

As a result of the outreach efforts, several common themes emerged and were used to construct the framework for the Marina del Rey vision. These themes, described in greater detail in the Visioning Process section of the Visioning Statement, include:

- Develop activity districts
- Improve mobility and directional signage
- Enhance the image of the Marina and its built environment
- Enhance recreation opportunities
- Provide public gathering spaces

The data gathered from the outreach activities was reviewed by the consultants and incorporated into their analyses. The results of this work supported many of the issues and opportunities raised by the community.

# **APPENDIX D**

## **MARKET TECHNICAL MEMORANDUM**



**KEYSER MARSTON ASSOCIATES™**  
ADVISORS IN PUBLIC/PRIVATE REAL ESTATE DEVELOPMENT

**MEMORANDUM**

ADVISORS IN:  
REAL ESTATE  
REDEVELOPMENT  
AFFORDABLE HOUSING  
ECONOMIC DEVELOPMENT

SAN FRANCISCO  
A. JERRY KEYSER  
TIMOTHY C. KELLY  
KATE EARLE FUNK  
DEBBIE M. KERN  
ROBERT J. WETMORE  
REED T. KAWAHARA

LOS ANGELES  
KATHLEEN H. HEAD  
JAMES A. RABE  
PAUL C. ANDERSON  
GREGORY D. SOO-HOO  
KEVIN E. ENGSTROM  
JULIE L. ROMEO  
DENISE BICKERSTAFF

SAN DIEGO  
GERALD M. TRIMBLE  
PAUL C. MARRA

**To:** Mr. Gary Jones, Deputy Director  
Los Angeles County Department of Beaches & Harbors  
Ms. Gina Natoli, Supervising Regional Planner  
Los Angeles County Department of Regional Planning

**From:** James Rabe  
Kevin Engstrom

**Date:** October 16, 2013

**Subject:** Updated Marina del Rey Market Overview

Pursuant to your request, Keyser Marston Associates, Inc. (KMA) evaluated the market conditions for Marina del Rey (MdR). The following analysis provides a summary of the socio-economic characteristics of the market area and identifies commercial opportunities. The analysis conducted herein primarily focuses on potential market opportunities based on the local population base. As a second phase of the analysis, KMA will evaluate the potential uses that would benefit from the significant number of visitors to the area.

**SOCIO-ECONOMIC CHARACTERISTICS**

Identifying the socio-economic character of the market area residents is necessary for the evaluation of potential market opportunities. Table 1 shows a summary of the salient socio-economic characteristics for the MdR, one-, three- and five-mile market areas; and the Los Angeles County (County). The salient socio-economic characteristics are summarized below:

**Population**

1. According to Claritas, the population of MdR is approximately 8,900 persons. The population within three miles is 189,900 persons. Overall, the MdR and



market area population densities are moderate, particularly when considering location's proximity to the water.

2. There are approximately 5,600 households in MdR, at an average size of 1.6 persons. For the one-mile market area, the average household size is 1.9 persons and for the County the average is 3.0 persons. Overall, the households in MdR are extremely small.

### **Income**

1. Per capita income levels for MdR are high at \$65,800, which is significantly higher than the County average of \$25,200. Further, the per capita income levels trend lower as the market area expands from one mile to five miles.
2. The average household income in MdR is \$104,300, which is much higher than the County average of \$74,900. The high household income levels are particularly impressive given the small households. Similar to the per capita income levels, the household income levels trend lower as the market area expands.
3. Nearly 40% of the households in MdR have income levels above \$100,000. Comparatively, only 22% of the County households exceed this threshold. The share of households with incomes exceeding \$100,000 is also higher in the market areas.

### **Demographic Characteristics**

1. As would be expected given the small household sizes, there are relatively few residents under the age of 18 in MdR (9%) compared to the County (25%). Comparatively, there is a significant concentration of residents between the ages of 35 and 54 in MdR (44%) compared to the County (29%). Overall the market areas demonstrate the same patterns with relatively few residents under 18.
2. The population in MdR is well-educated, 65% of the residents over the age of 25 have a college degree. Comparatively, 29% of the County residents have obtained their degrees. The market areas also demonstrate high education levels.

### **Population and Household Projections**

Shown in Table 2 are population and household projections for the unincorporated portions of western Los Angeles County, nearby cities and Los Angeles County. As

shown in the table, the regional population growth between 2003 and 2035 is projected to be lower (14%) than the overall County (23%). In addition, Claritas provides five-year population projections (through 2017), which indicate a 2.4% growth rate for MdR compared to a County average of 1.3%.

### **Socio-Economic Summary**

Overall, the market area can be characterized as follows:

1. The MdR and market area population densities are moderate.
2. The households in MdR and the market area are significantly smaller than the County.
3. Per capita and household income levels in MdR and the market area are very high.
4. There is a significant concentration of households with annual incomes over \$100,000 in MdR and the market area.
5. The population within MdR and the market area is well-educated, with over 50% of the residents over 25 graduating from college.
6. Limited population and household growth is projected.

### **RETAIL MARKET OVERVIEW**

The summary of the current retail conditions is provided below.

1. Table 3 shows the retail sales for the cities near MdR. As an unincorporated community in Los Angeles County, the data from the State Board of Equalization is not available. As shown in Table 3, the 2010 retail store sales in the nearby cities are slightly lower than the County average. However, the average sales are significantly influenced by the lower than typical productivity levels for the City of Los Angeles. Comparatively, both El Segundo and Culver City are generating retail sales that far exceed the norm. Sales in these two cities are particularly robust for home furnishings, food and beverage stores, clothing stores, and food services establishments.
2. As shown in Table 4, the taxable sales per permit for the cities in the region are lower than the County and State averages. However, these are once again

significantly influenced by the productivity levels for the City of Los Angeles. Both El Segundo and Culver City generate sales per establishment that well exceed the County and State averages. In addition, there are a significant number of retail establishments in the cities of El Segundo and Culver City, as the number of residents per permit (~30) is significantly lower than the County and State averages (~55).

3. Table 5 shows the retail surplus/leakage for the major retail establishment types in MdR and the market area. The surplus/leakage analysis compares the existing retail sales to the potential demand supported by the Area's residents. If demand exceeds sales, then the Area is "leaking" its retail potential. As shown in Table 5, MdR is leaking sales from a number of establishment types. In particular, MdR is leaking sales from Building Materials and General Merchandise Stores. Assuming typical productivity levels for all of the establishment types, KMA estimated the potential additional retail development supported by MdR residents at 206,000 square feet.

KMA also evaluated the surplus leakage for the market area. For the one-mile market area, the surplus leakage pattern is generally consistent with MdR. For the three- and five-mile market areas, the potential is significant, over 1.5 million square feet with particular demand for Furniture Stores, Building Materials Stores, Health and Personal Care Stores, Sporting Goods/Hobby Stores and General Merchandise Stores.

4. Table 6 shows the surplus/leakage for MdR and the market area for a number of key tenant types, which reflect the visitor serving nature of MdR. Specifically, the analysis shows the potential for food and beverage stores, clothing/accessory stores, sporting goods/hobby/book stores, miscellaneous retailers and foodservice/drinking places. The analysis indicates the following:
  - a. For food and beverage stores, there is a modest amount of potential for convenience store development.
  - b. For clothing/accessory stores, there is some potential for men's clothing and jewelry store development.
  - c. For sporting/hobby/book stores, there is moderate demand for book/record stores and hobby/game stores.
  - d. For miscellaneous retail stores, there is a reasonable amount of demand for office supply stores.

- e. For foodservice establishments, there is limited potential with a modest amount of potential for drinking places and perhaps a full-service restaurant.
5. MdR is also a major tourist destination. According to a 1995 survey conducted by the Los Angeles Visitors and Convention Bureau (LAVCB), MdR was the 10<sup>th</sup> most visited regional attraction in Los Angeles County (based on overnight visitors who intended to or did visit the attraction). These visitors can spend a significant amount of money, as the Dean Runyan Associates' study "*California Travel Impacts by County – 1992-2009 (2010 Preliminary Estimates)*" estimates that visitors to Los Angeles County (both daytrip and overnight) spent approximately \$18.3 billion on accommodations, food, travel, retail and entertainment during 2010. The LAVCB estimates that 38.5 million people visited Los Angeles County in 2010; therefore, the average visitor would have spent \$470 during their stay in the County. Of this amount, approximately \$190 is spent in food stores, dining establishments and retail stores. Table 7 shows the potential expenditures by visitors to MdR. Based on data provided by the LA County Department of Beaches and Harbors, approximately two million people visit MdR annually. Assuming this level of visitation and spending/visitation patterns that are consistent with the County as a whole, visitors to MdR spend approximately \$370 million annually on retail, food and dining activities during their trips. To put this level of expenditures into context, if MdR captured 10% to 20% of their spending, visitors could support approximately 100,000 to 200,000 square feet of retail in the area. Ultimately, these expenditures have a significant impact on both existing and new retail opportunities in the area.
6. Table 8 summarizes the retail market conditions for Los Angeles County. As shown in the table, the overall vacancy rates are relatively low (5.9%) and the average asking rent is \$2.30 per square foot. Specifically, regional malls and lifestyle/theme festival centers have the lowest vacancies and the highest rents.
7. As shown in Table 9, the asking rents for retail space for MdR averages \$3.10 per square foot, which is higher than the County average of \$2.30 per square foot. The asking rents in the area range considerably (\$1.00 PSF to \$5.95 PSF) depending on the quality of the space and location.
8. Table 10 shows recent retail building sales in MdR, which indicate prices exceeding \$380 per square foot.

Overall, the retail market can be characterized as follows:

- While the per capita sales in the City of Los Angeles are relatively low, other nearby jurisdictions are generating very healthy sales.
- There are a significant number of retail establishments in the nearby jurisdictions.
- Overall, residents of MdR and the immediate market area can support approximately 200,000 square feet of additional retail development. Much of this demand is for building materials and general merchandise stores. Demand for these types of stores is not uncommon in urban areas, as the tenants that typically generate the greatest sales (e.g. Costco, Target, Wal-Mart, Home Depot and Lowe's) are often under-represented due to land use patterns and site availability. These tenant types, however, may not be compatible with the visitor serving nature of MdR.
- For the larger market area, demand is still focused on building materials and general merchandise stores.
- Given the existing commercial development in the market area, as well as MdR's overall development character, KMA evaluated the market opportunities for a number of key establishment types. In particular, there appears to be demand for men's clothing, jewelry, hobby/game stores and office supply stores.
- The demand for additional foodservice development appears to be limited. As a regional visitor destination, MdR is attracting significant sales from outside the region, as the surplus/leakage analysis indicates surplus sales of nearly \$30 million for residents of MdR. When the one- to three-mile market areas are evaluated, the surplus is \$40 million to \$50 million. MdR and the overall area attract a significant number of visitors from outside the market area. The MdR visitors spend approximately \$370 million annually on food, retail and dining within LA County. The existing sales patterns in MdR indicate the area is capturing some of this potential; however, the opportunity may exist to capture an even greater share.
- Retail rents in MdR are relatively high, reflecting the desirability of the area. In addition, rents and vacancies throughout Los Angeles County are much higher and lower respectively for regional malls and lifestyle centers, which reflect the types of tenancies already in place in MdR.

The analysis indicates MdR and the immediate market area could support over 200,000 square feet of additional retail space. When the larger market area is considered, this

demand increases to over 1.5 million square feet. However, much of this demand is generated by building materials and general merchandise stores, which have limited site opportunities in the area. For the key establishment types that reflect the visitor serving nature of MdR, demand exists primarily for men's clothing, jewelry, hobby/game stores and office supply stores from local residents. Visitors to the area make significant expenditures that will augment this local resident demand, and can lead to greater opportunities. For instance, 100,000 to 200,000 square feet of retail would be supported by MdR capturing 10% to 20% of these expenditures.

## **OFFICE MARKET OVERVIEW**

The summary of the current office conditions is provided below.

1. Shown in Table 11 is a summary of the office market characteristics in the region. The overall vacancy rate in the County is 18.5% and the rents for Class A space average \$2.80 per square foot. For West Los Angeles, the overall vacancy rate is 16.3% and the average rent for Class A space is much higher at \$3.50 per square foot.
2. Table 12 shows a summary of office rents in MdR. As shown in the table, the annual rents range from \$27 to \$36 per square foot (\$2.25 to \$3.00 per month), with the average rent at \$32 per square foot (\$2.70 per month). The majority of the available properties are primarily creative loft space, which is typically tenanted by smaller professional firms and start-ups. As such the rental rates are modified gross leases, which are typically lower than the full-service gross leases for large-scale Class A buildings.
3. Table 13 shows a recent office building sale for a Class C office space on Beach Avenue. The sales price was \$315 per square foot.
4. Table 14 shows some recent commercial land sales in MdR, which indicate an average weighted price of \$180 per square foot.

Overall, the office market can be characterized as follows:

- Rents in the region are relatively high and the vacancy rates are relatively low. However, vacancy rates and rents in Los Angeles County still reflect the effects of the recession.
- The available properties are characterized as creative loft space, which is well-suited for smaller professional firms and business start-ups.

- While the asking rents in MdR are relatively low, the pricing structure is different (modified gross versus full-service gross) and the available inventory is not Class A office space.

Overall, the office market conditions appear to be improving, but are still relatively soft given the effects of the recession. Overall, office demand in MdR will likely continue to be for less traditional, creative space. The tenants of this space will be younger firms and urban professionals that appreciate the appeal of MdR and the surrounding environs. This type of space will likely be well-suited for mixed-use development, with the office space being located off street level. However, office development often occurs outside of normal market conditions, as businesses will often choose locations based on business decisions (e.g. proximity to decision makers' residences). Further, additional residential development in the market may spur demand for smaller professional offices (e.g. attorneys, accountants, financial planners) and/or medical related offices.

## **HOTEL MARKET OVERVIEW**

The summary of the current hotel market conditions is provided below:

1. As shown in Table 15, the 2013 occupancy level for the MdR market area is projected at 78.2%, which is higher than it was from 2007 to 2012. Occupancy rates are also projected to be 78% in LA County for 2013.
2. Table 16 shows the changes in Average Daily Rate (ADR) over this same period. For MdR, the 2013 ADR is estimated at \$191, which is higher than 2007-2012 period. The LA County pattern is similar, with a 2013 ADR of \$180, which is higher than every previous year.
3. Table 17 shows the resultant change in Revenue per Available Room (RevPAR) during this period. RevPAR is calculated by multiplying Occupancy by ADR, and it is a more complete measure of evaluating the health of a hotel market. For MdR, the RevPAR reached its height in 2013 (\$150) and its nadir in 2009 (\$104). The pattern was similar for LA County, with the lowest RevPAR in 2009 and highest in 2013 (\$140). These trends follow much of the nation, which saw a slowing in the hotel industry beginning in 2007 and continuing through 2010 (the recession). Since 2010, the hotel industry has demonstrated signs of improvement.
4. Table 18 summarizes much of the information presented in the previous tables. In addition, these tables show the annual number of room nights occupied in each area. For MdR, the number of occupied room nights reached its nadir in



2009 at 346,000 room nights. Since that time, the number of occupied room nights is projected to increase 20% to 414,000 in 2013. Overall, the number of occupied room nights increased at a compound annual rate of .8% between 2007 and 2013. Since 2009 the compound annual rate of change has been a very healthy 4.6%. The healthy increase in occupied room nights in conjunction with the RevPAR, indicates a healthier hotel market for MdR.

5. Table 19 projects the number of hotel rooms that could be supported in the MdR market area over the next 15 years. The analysis is based on the existing supply and occupied rooms nights. It then measures the potential number of rooms supported in the market area assuming new development would occur once a stabilized occupancy level of 74% was achieved. Assuming demand increases at 2% to 3% annually, then 610 to 940 hotel rooms could be supported in the area.

Overall, the hotel market conditions are improving, as the demand in the area (occupied room nights) has shown significant improvement since 2009. As a direct result of this improvement, both the ADR and occupancy levels within the area have shown healthy increases as well. Assuming annual growth in demand of 2% to 3%, the MdR area could potentially support between 610 and 940 hotel rooms over the next 15 years.



### **Limiting Conditions**

1. The analysis contained in this document is based, in part, on data from secondary sources such as state and local government, planning agencies, real estate brokers, and other third parties. While KMA believes that these sources are reliable, we cannot guarantee their accuracy.
2. The analysis assumes that neither the local nor national economy will experience a major recession. If an unforeseen change occurs in the economy, the conclusions contained herein may no longer be valid.
3. The findings are based on economic rather than political considerations. Therefore, they should be construed neither as a representation nor opinion that government approvals for development can be secured.
4. Market feasibility is not equivalent to financial feasibility; other factors apart from the level of demand for a land use are of crucial importance in determining feasibility. These factors include the cost of acquiring sites, relocation burdens, traffic impacts, remediation of toxics (if any), and mitigation measures required through the approval process.
5. Development opportunities are assumed to be achievable during the specified time frame. A change in development schedule requires that the conclusions contained herein be reviewed for validity.
6. The analysis, opinions, recommendations and conclusions of this document are KMA's informed judgment based on market and economic conditions as of the date of this report. Due to the volatility of market conditions and complex dynamics influencing the economic conditions of the building and development industry, conclusions and recommended actions contained herein should not be relied upon as sole input for final business decisions regarding current and future development and planning.

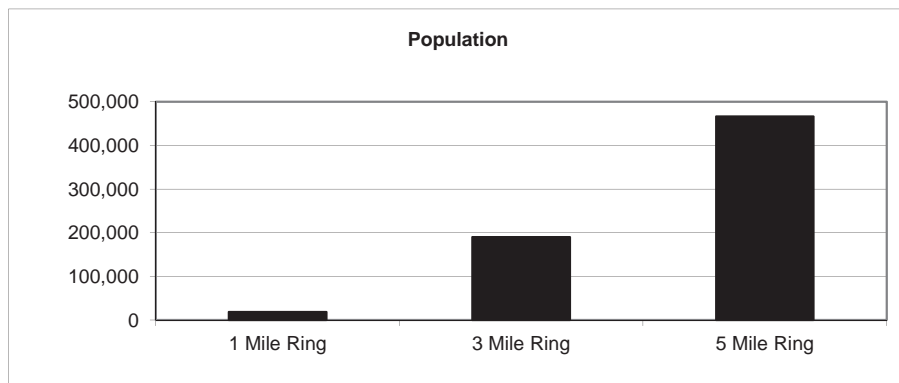
Attachments

TABLE 1

**2012 SOCIO-ECONOMIC CHARACTERISTICS  
MARINA DEL REY VISIONING ANALYSIS  
LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS**

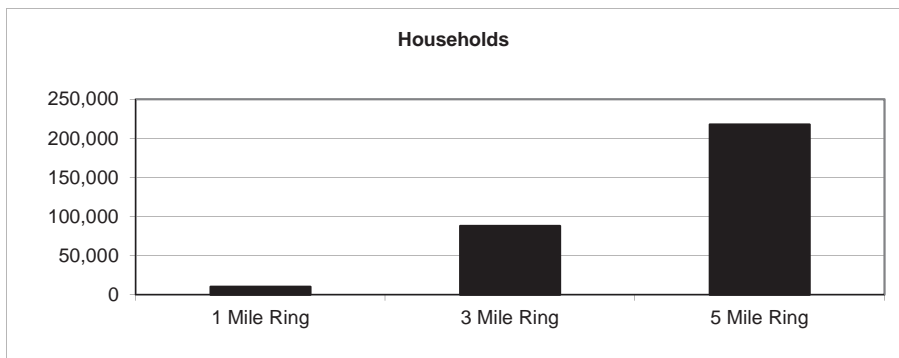
**Population**

1 Mile Ring	18,800
3 Mile Ring	189,900
5 Mile Ring	466,500
Marina del Rey	8,900
LA County	9,860,300



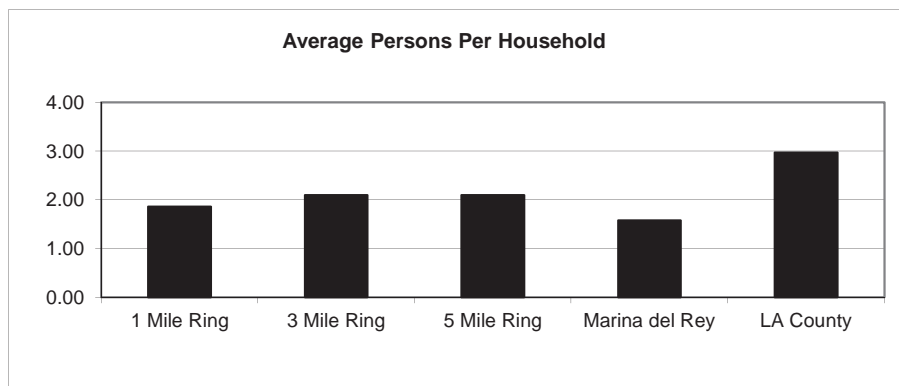
**Households**

1 Mile Ring	10,100
3 Mile Ring	88,100
5 Mile Ring	217,600
Marina del Rey	5,600
LA County	3,262,400



**Average Persons Per Hhold**

1 Mile Ring	1.86
3 Mile Ring	2.10
5 Mile Ring	2.10
Marina del Rey	1.58
LA County	2.97



Source: Claritas 2012

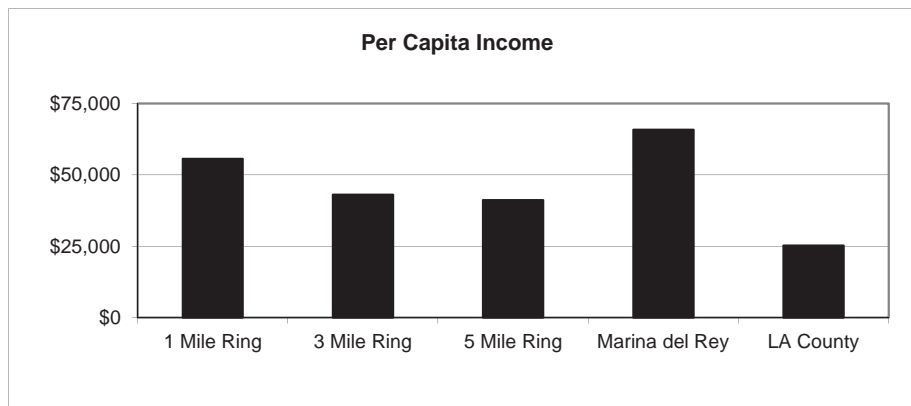
TABLE 1 (Continued)

**2012 SOCIO-ECONOMIC CHARACTERISTICS  
MARINA DEL REY VISIONING ANALYSIS  
LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS**

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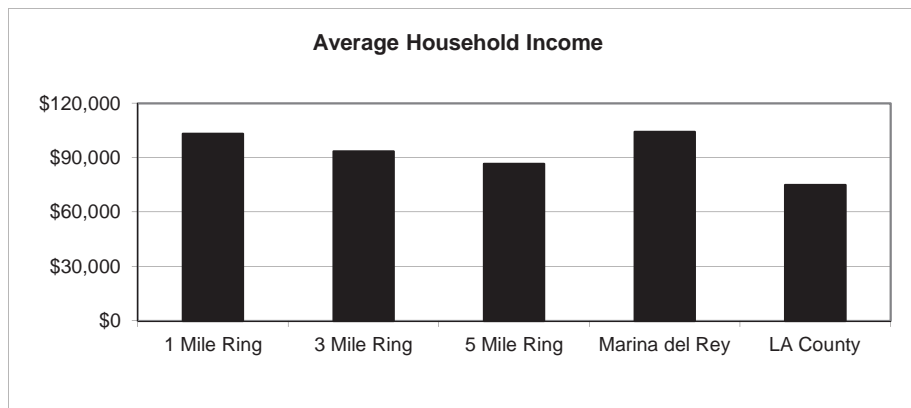
**Per Capita Income**

1 Mile Ring	\$55,600
3 Mile Ring	\$43,100
5 Mile Ring	\$41,100
Marina del Rey	\$65,800
LA County	\$25,200



**Average Household Income**

1 Mile Ring	\$103,100
3 Mile Ring	\$93,400
5 Mile Ring	\$86,600
Marina del Rey	\$104,300
LA County	\$74,900




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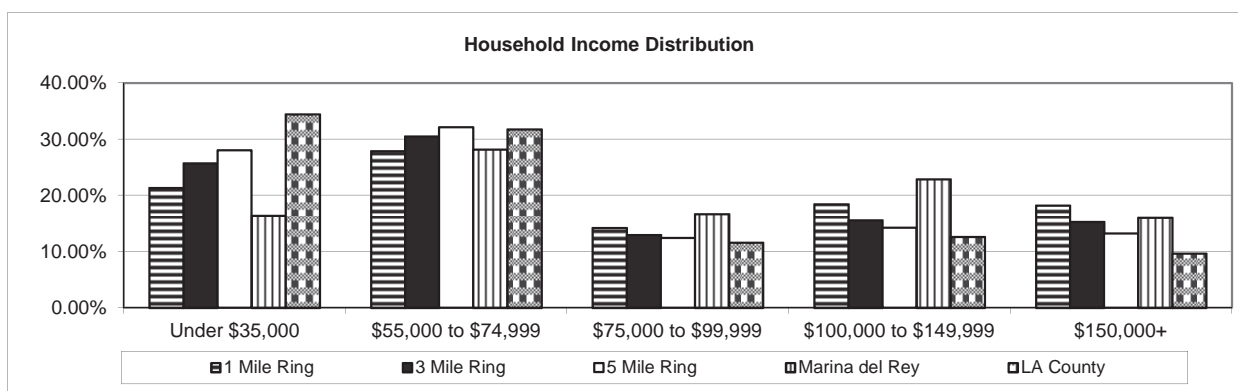
Source: Claritas 2012

TABLE 1 (Continued)

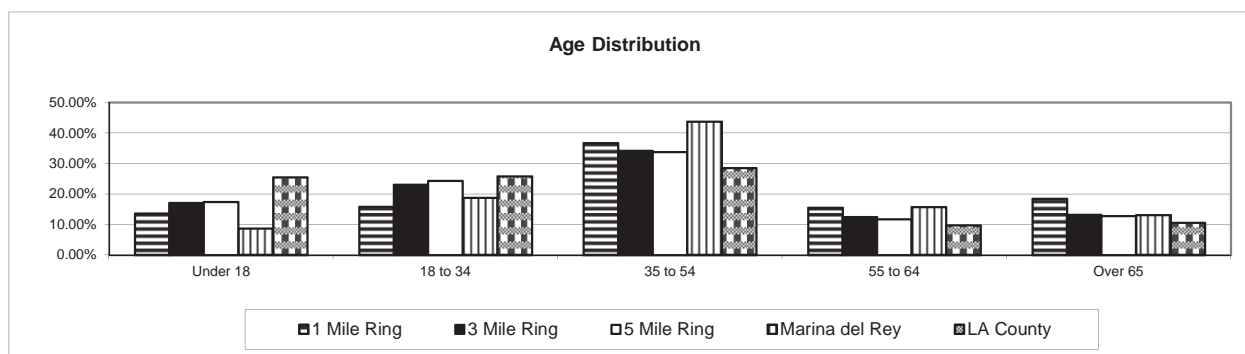
**2012 SOCIO-ECONOMIC CHARACTERISTICS**  
**MARINA DEL REY VISIONING ANALYSIS**  
**LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS**

**Household Income Distribution**

	<b>Under \$35,000</b>	<b>\$55,000 to \$74,999</b>	<b>\$75,000 to \$99,999</b>	<b>\$100,000 to \$149,999</b>	<b>\$150,000+</b>
1 Mile Ring	21.31%	27.88%	14.21%	18.39%	18.21%
3 Mile Ring	25.73%	30.49%	12.95%	15.54%	15.28%
5 Mile Ring	28.01%	32.09%	12.40%	14.25%	13.24%
Marina del Rey	16.34%	28.18%	16.64%	22.86%	16.00%
LA County	34.40%	31.76%	11.56%	12.62%	9.65%

**Age Distribution**

	<b>Under 18</b>	<b>18 to 34</b>	<b>35 to 54</b>	<b>55 to 64</b>	<b>Over 65</b>
1 Mile Ring	13.63%	15.79%	36.68%	15.47%	18.44%
3 Mile Ring	17.11%	23.08%	34.19%	12.41%	13.22%
5 Mile Ring	17.41%	24.28%	33.81%	11.73%	12.77%
Marina del Rey	8.69%	18.79%	43.78%	15.68%	13.06%
LA County	25.42%	25.78%	28.50%	9.76%	10.55%



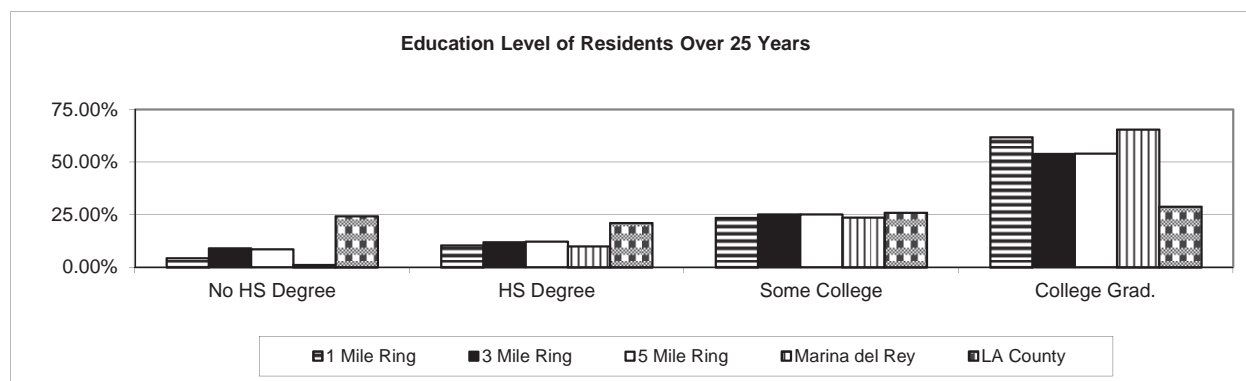
Source: Claritas 2012

TABLE 1 (Continued)

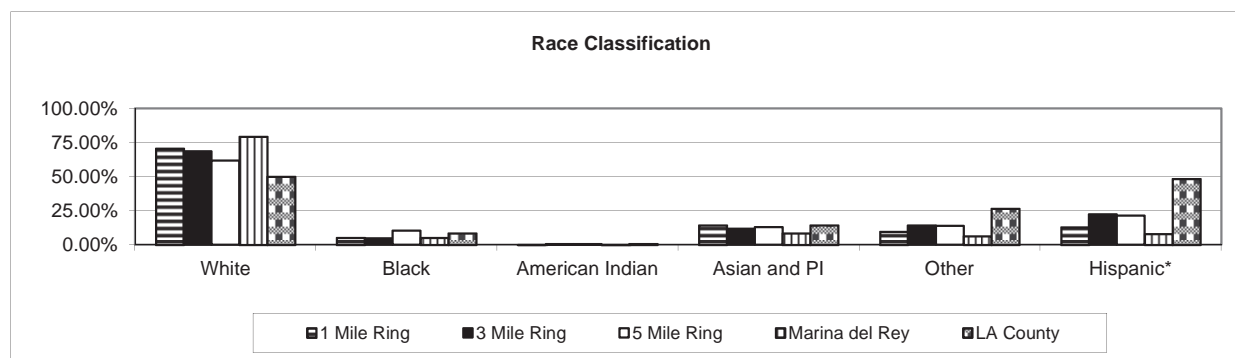
**2012 SOCIO-ECONOMIC CHARACTERISTICS**  
**MARINA DEL REY VISIONING ANALYSIS**  
**LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS**

**Education Level of Residents Over 25 Years**

	No HS Degree	HS Degree	Some College	College Grad.
1 Mile Ring	4.34%	10.37%	23.45%	61.83%
3 Mile Ring	9.04%	11.93%	25.17%	53.86%
5 Mile Ring	8.48%	12.27%	25.20%	54.04%
Marina del Rey	1.07%	9.89%	23.67%	65.37%
LA County	24.21%	21.08%	25.92%	28.80%

**Race Classification**

	White	Black	American Indian	Asian and PI	Other	Hispanic*
1 Mile Ring	70.65%	5.26%	0.26%	14.28%	9.56%	13.02%
3 Mile Ring	68.56%	4.91%	0.55%	11.89%	14.09%	22.32%
5 Mile Ring	61.92%	10.54%	0.51%	12.98%	14.05%	21.37%
Marina del Rey	79.32%	5.32%	0.38%	8.58%	6.39%	8.03%
LA County	49.98%	8.54%	0.74%	14.26%	26.49%	48.27%



\* Hispanic population percentage calculated separately from other races. In the 200 US Census, census takers were first asked to identify their race as White, Black, American Indian, Asian, Pacific Islander, or Other; and then asked if they identify as Hispanic/Latino or Non-Hispanic/Latino.

Source: Claritas 2012

TABLE 2

SCAG POPULATION, HOUSEHOLD & EMPLOYMENT PROJECTIONS  
MARINA DEL REY VISIONING ANALYSIS  
LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS

	POPULATION									
	<u>2003</u>	<u>2005</u>	<u>2010</u>	<u>2015</u>	<u>2020</u>	<u>2025</u>	<u>2030</u>	<u>2035</u>		
Unincorporated	114,031	117,449	121,143	123,602	126,223	128,754	131,191	133,523		
El Segundo	16,768	16,944	17,268	17,495	17,500	17,505	17,510	17,515		
Culver City	40,389	40,650	41,081	41,258	41,494	41,718	41,929	42,128		
Los Angeles	3,885,816	3,955,392	4,057,484	4,128,125	4,204,329	4,277,732	4,348,281	4,415,772		
Regional Market Total <sup>1</sup>	4,057,004	4,130,435	4,236,976	4,310,480	4,389,546	4,465,709	4,538,911	4,608,938		
Los Angeles County	10,034,571	10,206,001	10,615,730	10,971,602	11,329,829	11,678,552	12,015,889	12,338,620		
<b>Change</b>	<b><u>2003-2005</u></b>	<b><u>2005-2010</u></b>	<b><u>2010-2015</u></b>	<b><u>2015-2020</u></b>	<b><u>2020-2025</u></b>	<b><u>2025-2030</u></b>	<b><u>2030-2035</u></b>	<b><u>2003-2035</u></b>		
Unincorporated	3.0%	3.1%	2.0%	2.1%	2.0%	1.9%	1.8%	17.1%		
El Segundo	1.0%	1.9%	1.3%	0.0%	0.0%	0.0%	0.0%	4.5%		
Culver City	0.6%	1.1%	0.4%	0.6%	0.5%	0.5%	0.5%	4.3%		
Los Angeles	1.8%	2.6%	1.7%	1.8%	1.7%	1.6%	1.6%	13.6%		
Regional Market Total <sup>1</sup>	1.8%	2.6%	1.7%	1.8%	1.7%	1.6%	1.5%	13.6%		
Los Angeles County	1.7%	4.0%	3.4%	3.3%	3.1%	2.9%	2.7%	23.0%		

<sup>1</sup> Includes the unincorporated areas, El Segundo, Culver City and Los Angeles.

Source: Southern California Association of Governments

TABLE 2 (continued)

SCAG POPULATION, HOUSEHOLD & EMPLOYMENT PROJECTIONS  
MARINA DEL REY VISIONING ANALYSIS  
LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS

	HOUSEHOLDS									
	<u>2003</u>	<u>2005</u>	<u>2010</u>	<u>2015</u>	<u>2020</u>	<u>2025</u>	<u>2030</u>	<u>2035</u>		
Unincorporated	32,008	32,775	33,728	34,566	35,448	36,137	36,802	37,350		
El Segundo	7,100	7,129	7,182	7,259	7,264	7,269	7,274	7,279		
Culver City	16,624	16,629	16,902	17,156	17,424	17,633	17,835	18,001		
Los Angeles	1,290,422	1,306,079	1,366,985	1,424,701	1,485,519	1,532,998	1,578,850	1,616,578		
Regional Market Total <sup>1</sup>	1,346,154	1,362,612	1,424,797	1,483,682	1,545,655	1,594,037	1,640,761	1,679,208		
Los Angeles County	3,177,439	3,212,434	3,357,798	3,509,580	3,666,631	3,788,732	3,906,851	4,003,501		
<b>Change</b>	<b><u>2003-2005</u></b>	<b><u>2005-2010</u></b>	<b><u>2010-2015</u></b>	<b><u>2015-2020</u></b>	<b><u>2020-2025</u></b>	<b><u>2025-2030</u></b>	<b><u>2030-2035</u></b>	<b><u>2003-2035</u></b>		
Unincorporated	2.4%	2.9%	2.5%	2.6%	1.9%	1.8%	1.5%	16.7%		
El Segundo	0.4%	0.7%	1.1%	0.1%	0.1%	0.1%	0.1%	2.5%		
Culver City	0.0%	1.6%	1.5%	1.6%	1.2%	1.1%	0.9%	8.3%		
Los Angeles	1.2%	4.7%	4.2%	4.3%	3.2%	3.0%	2.4%	25.3%		
Regional Market Total <sup>1</sup>	1.2%	4.6%	4.1%	4.2%	3.1%	2.9%	2.3%	24.7%		
Los Angeles County	1.1%	4.5%	4.5%	4.5%	3.3%	3.1%	2.5%	26.0%		

<sup>1</sup> Includes the unincorporated areas, El Segundo, Culver City and Los Angeles.

Source: Southern California Association of Governments

TABLE 2 (continued)

SCAG POPULATION, HOUSEHOLD & EMPLOYMENT PROJECTIONS  
MARINA DEL REY VISIONING ANALYSIS  
LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS

	EMPLOYMENT									
	2003	2005	2010	2015	2020	2025	2030	2035		
Unincorporated	20,268	20,346	20,748	21,067	21,271	21,511	21,767	22,012		
El Segundo	54,518	54,518	55,146	55,645	55,964	56,339	56,739	57,122		
Culver City	43,842	44,681	45,631	46,386	46,868	47,434	48,040	48,619		
Los Angeles	1,744,432	1,764,768	1,820,092	1,864,061	1,892,139	1,925,148	1,960,393	1,994,134		
Regional Market Total <sup>1</sup>	1,863,060	1,884,313	1,941,617	1,987,159	2,016,242	2,050,432	2,086,939	2,121,887		
Los Angeles County	4,353,490	4,397,025	4,552,398	4,675,875	4,754,731	4,847,436	4,946,420	5,041,172		
<b>Change</b>	<b>2003-2005</b>	<b>2005-2010</b>	<b>2010-2015</b>	<b>2015-2020</b>	<b>2020-2025</b>	<b>2025-2030</b>	<b>2030-2035</b>	<b>2003-2035</b>		
Unincorporated	0.4%	2.0%	1.5%	1.0%	1.1%	1.2%	1.1%	8.6%		
El Segundo	0.0%	1.2%	0.9%	0.6%	0.7%	0.7%	0.7%	4.8%		
Culver City	1.9%	2.1%	1.7%	1.0%	1.2%	1.3%	1.2%	10.9%		
Los Angeles	1.2%	3.1%	2.4%	1.5%	1.7%	1.8%	1.7%	14.3%		
Regional Market Total <sup>1</sup>	1.1%	3.0%	2.3%	1.5%	1.7%	1.8%	1.7%	13.9%		
Los Angeles County	1.0%	3.5%	2.7%	1.7%	1.9%	2.0%	1.9%	15.8%		

<sup>1</sup> Includes the unincorporated areas, El Segundo, Culver City and Los Angeles.

Source: Southern California Association of Governments



TABLE 3

**TOTAL & PER CAPITA SALES  
MARINA DEL REY VISIONING ANALYSIS  
LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS**

<b>Total Taxable Sales (\$000s)</b>					
<b>2010</b>					
	<b>El Segundo</b>	<b>Culver City</b>	<b>Los Angeles</b>	<b>Regional Market</b>	<b>Los Angeles County</b>
					<b>State of California</b>
Motor Vehicles and Parts Dirs	\$4,405	\$90,315	\$2,865,868	\$2,960,588	\$47,355,567
Home Furnishing & App	62,165	143,560	1,590,667	1,796,392	22,492,005
Bldg Mtrl & Garden Equip	10,123	31,500	1,711,735	1,753,358	24,750,866
Food & Beverage Stores	24,705	49,145	2,123,626	2,197,476	22,787,408
Gasoline Stations	-	79,510	4,114,016	4,193,526	45,226,491
Clothing & Clothing Access	29,278	133,030	2,551,905	2,714,213	27,267,430
General Merchandise Stores	-	358,489	2,534,482	2,892,970	46,323,804
Food Services & Drinking Plcs	102,618	157,543	5,637,405	5,897,566	51,282,453
Other Retail Group	192,414	146,687	3,451,919	3,791,020	39,291,694
<b>Retail Stores Total</b>	<b>\$425,708</b>	<b>\$1,189,779</b>	<b>\$26,581,623</b>	<b>\$28,197,110</b>	<b>\$326,777,718</b>

<b>Per Capita Taxable Sales</b>					
<b>2010</b>					
	<b>El Segundo</b>	<b>Culver City</b>	<b>Los Angeles</b>	<b>Regional Market</b>	<b>Los Angeles County</b>
					<b>State of California</b>
Population	<b>16,654</b>	<b>38,883</b>	<b>3,792,621</b>	<b>3,881,627</b>	<b>9,818,605</b>
Motor Vehicles and Parts Dirs	\$265	\$2,323	\$756	\$763	\$1,271
Home Furnishing & App	3,733	3,692	419	463	604
Bldg Mtrl & Garden Equip	608	810	451	452	664
Food & Beverage Stores	1,483	1,264	560	566	612
Gasoline Stations	-	2,045	1,085	1,080	1,214
Clothing & Clothing Access	1,758	3,421	673	699	732
General Merchandise Stores	-	9,220	668	745	1,243
Food Services & Drinking Plcs	6,162	4,052	1,486	1,519	1,377
Other Retail Group	11,554	3,773	910	977	1,055
<b>Retail Stores Total</b>	<b>\$25,562</b>	<b>\$30,599</b>	<b>\$7,009</b>	<b>\$7,264</b>	<b>\$8,369</b>
					<b>\$8,772</b>

Source: California State Board of Equalization; and California State Department of Finance (Table E-1, population as of 4/1/10)

<sup>1</sup> Per the CA State Board of Equalization, for those categories listed as "-", the sales are included in the "Other Retail Stores" category.

Prepared by: Keyser Marston Associates, Inc.

Filename: Mdr Market Study Tables- V2; T3; 10/16/2013; cb

TABLE 4

**TOTAL PERMITS & SALES PER PERMIT**  
**MARINA DEL REY VISIONING ANALYSIS**  
**LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS**

-----Total Permits-----						
2010						
	<u>El Segundo</u>	<u>Culver City</u>	<u>Los Angeles</u>	<u>Regional Market</u>	<u>Los Angeles County</u>	<u>State of California</u>
Motor Vehicles and Parts Dlr	16	41	2,993	3,308	8,576	32,727
Home Furnishing & App	48	135	4,378	4,778	11,431	40,236
Bldg Mtrl & Garden Equip	8	41	1,281	1,400	3,568	17,035
Food & Beverage Stores	14	50	3,581	3,843	8,579	29,900
Gasoline Stations	8	16	785	870	2,207	10,096
Clothing & Clothing Access	65	180	10,199	10,970	23,307	65,734
General Merchandise Stores	10	34	2,244	2,476	6,878	15,684
Food Services & Drinking Plcs	148	216	10,478	11,327	25,699	92,370
Other Retail Group	<u>238</u>	<u>693</u>	<u>30,435</u>	<u>34,445</u>	<u>92,246</u>	<u>345,337</u>
Retail Stores Total	555	1,406	66,374	73,417	182,491	649,119

-----Taxable Sales Per Permit-----						
2010						
	<u>El Segundo</u>	<u>Culver City</u>	<u>Los Angeles</u>	<u>Regional Market</u>	<u>Los Angeles County</u>	<u>State of California</u>
Motor Vehicles and Parts Dlr	\$275,328	\$2,202,811	\$957,523	\$894,978	\$1,315,935	\$1,446,988
Home Furnishing & App	1,295,101	1,063,408	363,332	375,971	491,011	559,002
Bldg Mtrl & Garden Equip	1,265,338	768,304	1,336,249	1,252,399	1,717,933	1,452,942
Food & Beverage Stores	1,764,664	982,896	593,026	571,813	630,056	762,121
Gasoline Stations	-	4,969,346	5,240,785	4,820,145	4,989,870	4,479,645
Clothing & Clothing Access	450,436	739,053	250,211	247,421	326,413	414,815
General Merchandise Stores	-	10,543,781	1,129,448	1,168,405	1,507,616	2,953,571
Food Services & Drinking Plcs	693,362	729,367	538,023	520,664	556,102	555,185
Other Retail Group	<u>808,461</u>	<u>211,670</u>	<u>113,419</u>	<u>110,060</u>	<u>113,407</u>	<u>113,778</u>
Retail Stores Average	\$767,041	\$846,216	\$400,482	\$384,068	\$450,298	\$503,417

-----Residents Per Permit-----						
2010						
	<u>El Segundo</u>	<u>Culver City</u>	<u>Los Angeles</u>	<u>Regional Market</u>	<u>Los Angeles County</u>	<u>State of California</u>
Population	16,654	38,883	3,792,621	3,881,627	9,818,605	37,253,956
Motor Vehicles and Parts Dlr	1,041	948	1,267	1,173	1,145	1,138
Home Furnishing & App	347	288	866	812	859	926
Bldg Mtrl & Garden Equip	2,082	948	2,961	2,773	2,752	2,187
Food & Beverage Stores	1,190	778	1,059	1,010	1,144	1,246
Gasoline Stations	2,082	2,430	4,831	4,462	4,449	3,690
Clothing & Clothing Access	256	216	372	354	421	567
General Merchandise Stores	1,665	1,144	1,690	1,568	1,428	2,375
Food Services & Drinking Plcs	113	180	362	343	382	403
Other Retail Group	<u>70</u>	<u>56</u>	<u>125</u>	<u>113</u>	<u>106</u>	<u>108</u>
Retail Stores Average	30	28	57	53	54	57

Source: California State Board of Equalization; and California State Department of Finance (Table E-1, population as of 4/1/10)

<sup>1</sup> Per the CA State Board of Equalization, for those categories listed as "\$0", the sales are included in the "Other Retail Stores" category.

TABLE 5

**RETAIL SALES SURPLUS/LEAKAGE DATA SUMMARY  
MARINA DEL REY VISIONING ANALYSIS  
LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS**

	Expenditures	Sales	Opportunity Gap/Surplus	Typical Sales PSF	Potential (SF)
<b>Marina del Rey</b>					
Motor Vehicle and Parts Dealers-441	\$35,652,666	\$23,097,540	\$12,555,126	NA	NA
Furniture and Home Furnishings Stores-442	5,464,623	1,397,855	4,066,768	\$300	13,556
Electronics and Appliance Stores-443	5,950,758	1,346,420	4,604,338	\$400	11,511
Building Material, Garden Equip Stores-444	19,423,440	2,078,954	17,344,486	\$300	57,815
Food and Beverage Stores-445	27,718,414	67,870,466	(40,152,052)	\$400	0
Health and Personal Care Stores-446	11,628,290	11,553,355	74,935	\$300	250
Gasoline Stations-447	20,716,738	1,468,486	19,248,252	NA	NA
Clothing and Clothing Accessories Stores-448	11,496,445	10,937,116	559,329	\$300	1,864
Sporting Goods, Hobby, Book, Music Stores-451	5,182,742	2,099,483	3,083,259	\$300	10,278
General Merchandise Stores-452	29,086,408	0	29,086,408	\$300	96,955
Miscellaneous Store Retailers-453	6,017,883	1,770,199	4,247,684	\$300	14,159
Non-Store Retailers-454	17,923,356	8,595,577	9,327,779	NA	NA
Foodservice and Drinking Places-722	\$27,520,255	\$56,015,324	(\$28,495,069)	\$400	0
<b>Total Retail Sales Incl Eating and Drinking Places</b>	<b>\$223,782,018</b>	<b>\$188,230,775</b>	<b>\$35,551,243</b>		<b>206,387</b>
	Expenditures	Sales	Opportunity Gap/Surplus	Typical Sales PSF	Potential (SF)
<b>One-Mile Market Area</b>					
Motor Vehicle and Parts Dealers-441	\$69,901,512	\$78,880,227	(\$8,978,715)	NA	NA
Furniture and Home Furnishings Stores-442	10,419,163	4,634,183	5,784,980	\$300	19,283
Electronics and Appliance Stores-443	10,741,450	8,294,787	2,446,663	\$400	6,117
Building Material, Garden Equip Stores-444	40,630,200	32,720,971	7,909,229	\$300	26,364
Food and Beverage Stores-445	52,326,718	165,237,395	(112,910,677)	\$400	0
Health and Personal Care Stores-446	23,245,809	37,205,445	(13,959,636)	\$300	0
Gasoline Stations-447	37,692,191	21,660,136	16,032,055	NA	NA
Clothing and Clothing Accessories Stores-448	20,877,959	27,119,452	(6,241,493)	\$300	0
Sporting Goods, Hobby, Book, Music Stores-451	9,520,892	16,957,993	(7,437,101)	\$300	0
General Merchandise Stores-452	54,624,049	10,868,310	43,755,739	\$300	145,852
Miscellaneous Store Retailers-453	11,016,722	8,106,874	2,909,848	\$300	9,699
Non-Store Retailers-454	33,559,865	21,951,756	11,608,109	NA	NA
Foodservice and Drinking Places-722	\$48,670,356	\$98,012,741	(\$49,342,385)	\$400	0
<b>Total Retail Sales Incl Eating and Drinking Places</b>	<b>\$423,226,886</b>	<b>\$531,650,270</b>	<b>(\$108,423,384)</b>		<b>207,316</b>

TABLE 5

**RETAIL SALES SURPLUS/LEAKAGE DATA SUMMARY  
MARINA DEL REY VISIONING ANALYSIS  
LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS**

<b>Three-Mile Market Area</b>	<b>Expenditures</b>	<b>Sales</b>	<b>Opportunity Gap/Surplus</b>	<b>Typical Sales PSF</b>	<b>Potential (SF)</b>
Motor Vehicle and Parts Dealers-441	\$593,806,463	\$208,858,765	\$384,947,698	NA	NA
Furniture and Home Furnishings Stores-442	82,591,092	44,282,110	38,308,982	\$300	127,697
Electronics and Appliance Stores-443	89,811,482	121,108,579	(31,297,097)	\$400	0
Building Material, Garden Equip Stores-444	326,666,545	185,306,321	141,360,224	\$300	471,201
Food and Beverage Stores-445	461,243,748	600,446,058	(139,202,310)	\$400	0
Health and Personal Care Stores-446	188,307,711	157,417,857	30,889,854	\$300	102,966
Gasoline Stations-447	328,772,978	262,008,762	66,764,216	NA	NA
Clothing and Clothing Accessories Stores-448	181,187,476	182,908,834	(1,721,358)	\$300	0
Sporting Goods, Hobby, Book, Music Stores-451	80,848,620	60,142,333	20,706,287	\$300	69,021
General Merchandise Stores-452	471,994,697	253,844,245	218,150,452	\$300	727,168
Miscellaneous Store Retailers-453	92,650,273	85,659,994	6,990,279	\$300	23,301
Non-Store Retailers-454	281,903,565	466,821,753	(184,918,188)	NA	NA
Foodservice and Drinking Places-722	\$416,736,063	\$456,611,057	(\$39,874,994)	\$400	0
<b>Total Retail Sales Incl Eating and Drinking Places</b>	<b>\$3,596,520,713</b>	<b>\$3,085,416,668</b>	<b>\$511,104,045</b>		<b>1,521,354</b>
<b>Five-Mile Market Area</b>	<b>Expenditures</b>	<b>Sales</b>	<b>Opportunity Gap/Surplus</b>	<b>Typical Sales PSF</b>	<b>Potential (SF)</b>
Motor Vehicle and Parts Dealers-441	\$1,378,993,061	\$2,113,112,112	(\$734,119,051)	NA	NA
Furniture and Home Furnishings Stores-442	189,142,017	193,539,834	(4,397,817)	\$300	0
Electronics and Appliance Stores-443	208,480,502	357,219,952	(148,739,450)	\$400	0
Building Material, Garden Equip Stores-444	744,442,491	471,418,607	273,023,884	\$300	910,080
Food and Beverage Stores-445	1,094,571,969	1,418,238,075	(323,666,106)	\$400	0
Health and Personal Care Stores-446	441,735,557	494,368,481	(52,632,924)	\$300	0
Gasoline Stations-447	783,741,657	809,738,710	(25,997,053)	NA	NA
Clothing and Clothing Accessories Stores-448	425,240,699	605,359,060	(180,118,361)	\$300	0
Sporting Goods, Hobby, Book, Music Stores-451	186,667,133	247,299,489	(60,632,356)	\$300	0
General Merchandise Stores-452	1,110,872,238	746,261,371	364,610,867	\$300	1,215,370
Miscellaneous Store Retailers-453	214,066,392	321,912,043	(107,845,651)	\$300	0
Non-Store Retailers-454	657,648,638	1,240,076,299	(582,427,661)	NA	NA
Foodservice and Drinking Places-722	\$981,835,671	\$1,528,105,597	(\$546,269,926)	\$400	0
<b>Total Retail Sales Incl Eating and Drinking Places</b>	<b>\$8,417,438,025</b>	<b>\$10,546,649,630</b>	<b>(\$2,129,211,605)</b>		<b>2,125,449</b>

Source: Claritas; KMA

TABLE 6

**RETAIL SALES SURPLUS/LEAKAGE DATA SUMMARY**  
**MARINA DEL REY VISIONING ANALYSIS**  
**LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS**

Marina del Rey	Expenditures	Sales	Opportunity Gap/Surplus	Typical Sales PSF	Potential (SF)
<b>Food &amp; Beverage Stores</b>	<b>\$27,718,414</b>	<b>\$67,870,466</b>	<b>(\$40,152,052)</b>	<b>\$400</b>	<b>0</b>
Grocery Stores	24,908,722	65,176,967	(40,268,245)	\$400	0
Supermarkets, Grocery Stores	23,701,440	64,724,789	(41,023,349)	\$400	0
Convenience Stores	1,207,282	452,178	755,104	\$400	1,888
Specialty Food Stores	781,737	1,606,482	(824,745)	\$400	0
Beer, Wine & Liquor Stores	2,027,955	1,087,017	940,938	\$400	2,352
<b>Clothing &amp; Clothing Accessory Stores</b>	<b>\$11,496,445</b>	<b>\$10,937,116</b>	<b>\$559,329</b>	<b>\$300</b>	<b>1,864</b>
Clothing Stores	7,694,879	7,297,712	397,167	\$300	1,324
Men's Clothing Stores	549,682	0	549,682	\$300	1,832
Women's Clothing Stores	1,983,144	2,962,357	(979,213)	\$300	0
Children's Infants Clothing Stores	315,985	383,750	(67,765)	\$300	0
Family Clothing Stores	4,119,373	3,951,605	167,768	\$300	559
Clothing Accessories Stores	206,560	0	206,560	\$300	689
Other Clothing Stores	520,135	0	520,135	\$300	1,734
Shoe Stores	1,319,653	1,502,183	(182,530)	\$300	0
Jewelry, Luggage, Lether Goods Stores	2,481,913	2,137,221	344,692	\$300	1,149
Jewelry Stores	2,345,848	2,137,221	208,627	\$300	695
Luggage & Leather Good Stores	136,065	0	136,065	\$300	454
<b>Sporting Goods, Hobby, Book Music Stores</b>	<b>\$5,182,742</b>	<b>\$2,099,483</b>	<b>\$3,083,259</b>	<b>\$300</b>	<b>10,278</b>
Sporting Goods, Hobby, Musical Ins. Stores	3,362,334	1,944,071	1,418,263	\$300	4,728
Sporting Goods Stores	1,670,445	1,944,071	(273,626)	\$300	0
Hobby, Toys and Game Stores	1,011,506	0	1,011,506	\$300	3,372
Sew/Needlework/Piece Good Stores	271,002	0	271,002	\$300	903
Musical Instrument and Supplies Stores	409,381	0	409,381	\$300	1,365
Book, Periodical & Music Stores	1,820,408	155,412	1,664,996	\$300	5,550
Book Stores & News Dealers	1,237,800	155,412	1,082,388	\$300	3,608
Prerecorded Tapes, CDs, Record Stores	582,608	0	582,608	\$300	1,942
<b>Miscellaneous Store Retailers</b>	<b>\$6,017,883</b>	<b>\$1,770,199</b>	<b>\$4,247,684</b>	<b>\$300</b>	<b>14,159</b>
Florists	430,482	0	430,482	\$300	1,435
Office Supplies, Stationery, Gift Stores	2,711,519	1,074,076	1,637,443	\$300	5,458
Office Supplies and Stationery Stores	1,595,897	0	1,595,897	\$300	5,320
Gift, Novelty and Souvenir Stores	1,115,622	1,074,076	41,546	\$300	138
Used Merchandise Stores	574,309	184,118	390,191	\$300	1,301
Other Miscellaneous Store Retailers	2,301,573	512,005	1,789,568	\$300	5,965
<b>Foodservice &amp; Drinking Places</b>	<b>\$27,520,255</b>	<b>\$56,015,324</b>	<b>(\$28,495,069)</b>	<b>\$400</b>	<b>0</b>
Full Service Restaurants	12,598,247	23,902,859	(11,304,612)	\$400	0
Limited Service Restaurants	11,474,858	14,505,020	(3,030,162)	\$400	0
Special Foodservices	2,250,925	17,607,445	(15,356,520)	\$400	0
Drinking Places - Alcoholic Beverages	\$1,196,225	\$0	\$1,196,225	\$400	2,991
<b>Total for Select Categories</b>	<b>\$77,935,739</b>	<b>\$138,692,588</b>	<b>(\$60,756,849)</b>		<b>26,301</b>

TABLE 6

**RETAIL SALES SURPLUS/LEAKAGE DATA SUMMARY**  
**MARINA DEL REY VISIONING ANALYSIS**  
**LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS**

One-Mile Ring	Expenditures	Sales	Opportunity Gap/Surplus	Typical Sales PSF	Potential (SF)
<b>Food &amp; Beverage Stores</b>	<b>\$52,326,719</b>	<b>\$165,237,395</b>	<b>(\$112,910,676)</b>	<b>\$400</b>	<b>0</b>
Grocery Stores	47,245,226	159,789,347	(112,544,121)	\$400	0
Supermarkets, Grocery Stores	45,051,381	158,414,692	(113,363,311)	\$400	0
Convenience Stores	2,193,845	1,374,655	819,190	\$400	2,048
Specialty Food Stores	1,489,904	3,574,494	(2,084,590)	\$400	0
Beer, Wine & Liquor Stores	3,591,589	1,873,554	1,718,035	\$400	4,295
<b>Clothing &amp; Clothing Accessory Stores</b>	<b>\$20,877,958</b>	<b>\$27,119,452</b>	<b>(\$6,241,494)</b>	<b>\$300</b>	<b>0</b>
Clothing Stores	14,017,636	21,063,858	(7,046,222)	\$300	0
Men's Clothing Stores	979,423	986,682	(7,259)	\$300	0
Women's Clothing Stores	3,570,912	3,143,880	427,032	\$300	1,423
Children's Infants Clothing Stores	637,890	383,750	254,140	\$300	847
Family Clothing Stores	7,514,372	15,446,509	(7,932,137)	\$300	0
Clothing Accessories Stores	370,469	206,776	163,693	\$300	546
Other Clothing Stores	944,570	896,261	48,309	\$300	161
Shoe Stores	2,422,690	3,355,947	(933,257)	\$300	0
Jewelry, Luggage, Lether Goods Stores	4,437,632	2,699,647	1,737,985	\$300	5,793
Jewelry Stores	4,190,925	2,699,647	1,491,278	\$300	4,971
Luggage & Leather Good Stores	246,707	0	246,707	\$300	822
<b>Sporting Goods, Hobby, Book Music Stores</b>	<b>\$9,520,891</b>	<b>\$16,957,993</b>	<b>(\$7,437,102)</b>	<b>\$300</b>	<b>0</b>
Sporting Goods, Hobby, Musical Ins. Stores	6,264,116	11,745,866	(5,481,750)	\$300	0
Sporting Goods Stores	3,109,522	10,880,258	(7,770,736)	\$300	0
Hobby, Toys and Game Stores	1,874,920	716,246	1,158,674	\$300	3,862
Sew/Needlework/Piece Good Stores	536,518	15,835	520,683	\$300	1,736
Musical Instrument and Supplies Stores	743,156	133,527	609,629	\$300	2,032
Book, Periodical & Music Stores	3,256,775	5,212,127	(1,955,352)	\$300	0
Book Stores & News Dealers	2,208,723	4,763,228	(2,554,505)	\$300	0
Prerecorded Tapes, CDs, Record Stores	1,048,052	448,899	599,153	\$300	1,997
<b>Miscellaneous Store Retailers</b>	<b>\$11,016,721</b>	<b>\$8,106,873</b>	<b>\$2,909,848</b>	<b>\$300</b>	<b>9,699</b>
Florists	884,054	488,350	395,704	\$300	1,319
Office Supplies, Stationery, Gift Stores	4,946,053	1,120,916	3,825,137	\$300	12,750
Office Supplies and Stationery Stores	2,886,132	0	2,886,132	\$300	9,620
Gift, Novelty and Souvenir Stores	2,059,921	1,120,916	939,005	\$300	3,130
Used Merchandise Stores	1,048,098	345,658	702,440	\$300	2,341
Other Miscellaneous Store Retailers	4,138,516	6,151,949	(2,013,433)	\$300	0
<b>Foodservice &amp; Drinking Places</b>	<b>\$48,670,356</b>	<b>\$98,012,741</b>	<b>(\$49,342,385)</b>	<b>\$400</b>	<b>0</b>
Full Service Restaurants	22,226,009	39,883,967	(17,657,958)	\$400	0
Limited Service Restaurants	20,330,478	40,054,290	(19,723,812)	\$400	0
Special Foodservices	4,000,312	17,607,445	(13,607,133)	\$400	0
Drinking Places - Alcoholic Beverages	\$2,113,557	\$467,039	\$1,646,518	\$400	4,116
<b>Total for Select Categories</b>	<b>\$142,412,645</b>	<b>\$315,434,454</b>	<b>(\$173,021,809)</b>		<b>9,699</b>



TABLE 6

**RETAIL SALES SURPLUS/LEAKAGE DATA SUMMARY**  
**MARINA DEL REY VISIONING ANALYSIS**  
**LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS**

Three-Mile Ring	Expenditures	Sales	Opportunity Gap/Surplus	Typical Sales PSF	Potential (SF)
<b>Food &amp; Beverage Stores</b>	<b>\$461,243,748</b>	<b>\$600,446,058</b>	<b>(\$139,202,310)</b>	<b>\$400</b>	<b>0</b>
Grocery Stores	417,227,888	570,846,508	(153,618,620)	\$400	0
Supermarkets, Grocery Stores	397,617,412	560,222,282	(162,604,870)	\$400	0
Convenience Stores	19,610,476	10,624,226	8,986,250	\$400	22,466
Specialty Food Stores	13,280,444	10,518,016	2,762,428	\$400	6,906
Beer, Wine & Liquor Stores	30,735,416	19,081,534	11,653,882	\$400	29,135
<b>Clothing &amp; Clothing Accessory Stores</b>	<b>\$181,187,475</b>	<b>\$182,908,835</b>	<b>(\$1,721,360)</b>	<b>\$300</b>	<b>0</b>
Clothing Stores	124,009,303	131,373,296	(7,363,993)	\$300	0
Men's Clothing Stores	8,600,244	4,610,874	3,989,370	\$300	13,298
Women's Clothing Stores	31,567,435	34,278,263	(2,710,828)	\$300	0
Children's Infants Clothing Stores	5,843,995	7,073,545	(1,229,550)	\$300	0
Family Clothing Stores	66,492,780	73,126,670	(6,633,890)	\$300	0
Clothing Accessories Stores	3,194,810	1,682,867	1,511,943	\$300	5,040
Other Clothing Stores	8,310,039	10,601,077	(2,291,038)	\$300	0
Shoe Stores	22,529,301	29,514,652	(6,985,351)	\$300	0
Jewelry, Luggage, Lether Goods Stores	34,648,871	22,020,887	12,627,984	\$300	42,093
Jewelry Stores	32,573,719	20,799,585	11,774,134	\$300	39,247
Luggage & Leather Good Stores	2,075,152	1,221,302	853,850	\$300	2,846
<b>Sporting Goods, Hobby, Book Music Stores</b>	<b>\$80,848,620</b>	<b>\$60,142,332</b>	<b>\$20,706,288</b>	<b>\$300</b>	<b>69,021</b>
Sporting Goods, Hobby, Musical Ins. Stores	52,733,126	37,826,912	14,906,214	\$300	49,687
Sporting Goods Stores	26,277,740	26,687,487	(409,747)	\$300	0
Hobby, Toys and Game Stores	15,955,310	7,062,618	8,892,692	\$300	29,642
Sew/Needlework/Piece Good Stores	4,361,295	439,193	3,922,102	\$300	13,074
Musical Instrument and Supplies Stores	6,138,781	3,637,614	2,501,167	\$300	8,337
Book, Periodical & Music Stores	28,115,494	22,315,420	5,800,074	\$300	19,334
Book Stores & News Dealers	19,350,875	17,314,134	2,036,741	\$300	6,789
Prerecorded Tapes, CDs, Record Stores	8,764,619	5,001,286	3,763,333	\$300	12,544
<b>Miscellaneous Store Retailers</b>	<b>\$92,650,274</b>	<b>\$85,659,993</b>	<b>\$6,990,281</b>	<b>\$300</b>	<b>23,301</b>
Florists	7,065,112	6,026,784	1,038,328	\$300	3,461
Office Supplies, Stationery, Gift Stores	40,787,531	30,134,677	10,652,854	\$300	35,510
Office Supplies and Stationery Stores	23,584,789	16,434,395	7,150,394	\$300	23,835
Gift, Novelty and Souvenir Stores	17,202,742	13,700,282	3,502,460	\$300	11,675
Used Merchandise Stores	8,962,960	4,670,509	4,292,451	\$300	14,308
Other Miscellaneous Store Retailers	35,834,671	44,828,023	(8,993,352)	\$300	0
<b>Foodservice &amp; Drinking Places</b>	<b>\$416,736,064</b>	<b>\$456,611,056</b>	<b>(\$39,874,992)</b>	<b>\$400</b>	<b>0</b>
Full Service Restaurants	189,855,175	187,507,524	2,347,651	\$400	5,869
Limited Service Restaurants	174,560,910	213,477,574	(38,916,664)	\$400	0
Special Foodservices	34,250,065	41,421,421	(7,171,356)	\$400	0
Drinking Places - Alcoholic Beverages	\$18,069,914	\$14,204,537	\$3,865,377	\$400	9,663
<b>Total for Select Categories</b>	<b>\$1,232,666,181</b>	<b>\$1,385,768,274</b>	<b>(\$153,102,093)</b>		<b>92,322</b>

TABLE 6

**RETAIL SALES SURPLUS/LEAKAGE DATA SUMMARY**  
**MARINA DEL REY VISIONING ANALYSIS**  
**LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS**

Five-Mile Ring	Expenditures	Sales	Opportunity Gap/Surplus	Typical Sales PSF	Potential (SF)
<b>Food &amp; Beverage Stores</b>	<b>\$1,094,571,969</b>	<b>\$1,418,238,075</b>	<b>(\$323,666,106)</b>	<b>\$400</b>	<b>0</b>
Grocery Stores	991,529,822	1,332,109,557	(340,579,735)	\$400	0
Supermarkets, Grocery Stores	945,287,930	1,293,433,449	(348,145,519)	\$400	0
Convenience Stores	46,241,892	38,676,108	7,565,784	\$400	18,914
Specialty Food Stores	31,682,178	34,176,646	(2,494,468)	\$400	0
Beer, Wine & Liquor Stores	71,359,969	51,951,872	19,408,097	\$400	48,520
<b>Clothing &amp; Clothing Accessory Stores</b>	<b>\$425,240,701</b>	<b>\$605,359,059</b>	<b>(\$180,118,358)</b>	<b>\$300</b>	<b>0</b>
Clothing Stores	292,360,993	472,656,784	(180,295,791)	\$300	0
Men's Clothing Stores	19,997,910	15,558,020	4,439,890	\$300	14,800
Women's Clothing Stores	74,731,224	86,739,238	(12,008,014)	\$300	0
Children's Infants Clothing Stores	13,952,127	25,763,842	(11,811,715)	\$300	0
Family Clothing Stores	156,570,434	315,104,343	(158,533,909)	\$300	0
Clothing Accessories Stores	7,496,544	4,932,369	2,564,175	\$300	8,547
Other Clothing Stores	19,612,754	24,558,972	(4,946,218)	\$300	0
Shoe Stores	54,051,663	77,831,226	(23,779,563)	\$300	0
Jewelry, Luggage, Lether Goods Stores	78,828,045	54,871,049	23,956,996	\$300	79,857
Jewelry Stores	74,008,111	43,629,158	30,378,953	\$300	101,263
Luggage & Leather Good Stores	4,819,934	11,241,891	(6,421,957)	\$300	0
<b>Sporting Goods, Hobby, Book Music Stores</b>	<b>\$186,667,133</b>	<b>\$247,299,490</b>	<b>(\$60,632,357)</b>	<b>\$300</b>	<b>0</b>
Sporting Goods, Hobby, Musical Ins. Stores	121,944,150	135,279,558	(13,335,408)	\$300	0
Sporting Goods Stores	60,231,055	72,996,954	(12,765,899)	\$300	0
Hobby, Toys and Game Stores	37,461,891	30,994,808	6,467,083	\$300	21,557
Sew/Needlework/Piece Good Stores	10,099,396	4,104,605	5,994,791	\$300	19,983
Musical Instrument and Supplies Stores	14,151,808	27,183,191	(13,031,383)	\$300	0
Book, Periodical & Music Stores	64,722,983	112,019,932	(47,296,949)	\$300	0
Book Stores & News Dealers	44,438,883	56,132,167	(11,693,284)	\$300	0
Prerecorded Tapes, CDs, Record Stores	20,284,100	55,887,765	(35,603,665)	\$300	0
<b>Miscellaneous Store Retailers</b>	<b>\$214,066,391</b>	<b>\$321,912,043</b>	<b>(\$107,845,652)</b>	<b>\$300</b>	<b>0</b>
Florists	16,075,607	16,850,349	(774,742)	\$300	0
Office Supplies, Stationery, Gift Stores	94,083,114	141,643,798	(47,560,684)	\$300	0
Office Supplies and Stationery Stores	54,198,455	86,743,356	(32,544,901)	\$300	0
Gift, Novelty and Souvenir Stores	39,884,659	54,900,442	(15,015,783)	\$300	0
Used Merchandise Stores	20,821,256	22,870,815	(2,049,559)	\$300	0
Other Miscellaneous Store Retailers	83,086,414	140,547,081	(57,460,667)	\$300	0
<b>Foodservice &amp; Drinking Places</b>	<b>\$981,835,670</b>	<b>\$1,528,105,597</b>	<b>(\$546,269,927)</b>	<b>\$400</b>	<b>0</b>
Full Service Restaurants	447,017,839	572,171,800	(125,153,961)	\$400	0
Limited Service Restaurants	411,954,859	620,195,890	(208,241,031)	\$400	0
Special Foodservices	80,729,211	292,205,437	(211,476,226)	\$400	0
Drinking Places - Alcoholic Beverages	\$42,133,761	\$43,532,470	(\$1,398,709)	\$400	0
<b>Total for Select Categories</b>	<b>\$2,902,381,864</b>	<b>\$4,120,914,264</b>	<b>(\$1,218,532,400)</b>		<b>0</b>



TABLE 7

**ESTIMATED MARINA DEL REY VISITOR SPENDING**  
**MARINA DEL REY VISIONING ANALYSIS**  
**LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS**

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<b>Marina del Rey Visitors<sup>1</sup></b>	2,000,000
<b>Number of LA County Visitors</b>	
Day Visits	12,400,000
Overnight Visits	26,100,000
Total Visits	<u>38,500,000</u>
<b>Visitor Spending by Commodity Purchased in LA County (\$Millions)<sup>3</sup></b>	
Accommodations	\$2,820
Food & Beverage Services	\$4,039
Food Stores	\$463
Ground Tran. & Fuel	\$4,813
Arts, Entertainment & Rec.	\$2,608
Retail Sales	\$2,642
Air Transportation	\$719
Spending by LA County Visitors	<u>\$18,104</u>
<b>Estimated Spending per Visitor</b>	
Accommodations	\$73
Food & Beverage Services	\$105
Food Stores	\$12
Ground Tran. & Fuel	\$125
Arts, Entertainment & Rec.	\$68
Retail Sales	\$69
Air Transportation	\$19
Spending by LA County Visitors	<u>\$470</u>
<b>Marina del Rey Visitor Spending</b>	
Food & Beverage Services	\$209,818,000
Food Stores	\$24,052,000
Retail Sales	\$137,247,000
Spending by Marina del Rey Visitors	<u>\$371,117,000</u>

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<sup>1</sup> Data provided by the LA County Department of Beaches and Harbors

<sup>2</sup> Estimated by the Los Angeles Visitors & Convention Bureau Data

<sup>3</sup> Visitor spending data from the Dean Runyan Associates *Travel Impact Study*.

TABLE 8

2nd QUARTER 2012 RETAIL MARKET - LOS ANGELES COUNTY  
MARINA DEL REY VISIONING ANALYSIS  
LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS

Submarket	Square Feet (Total Inventory)	Square Feet Vacant <sup>1</sup>	Vacancy Rate <sup>1</sup>	Net Absorption <sup>2</sup> (Year-to-date)	Under Construction	Weighted <sup>3</sup> Average Asking Lease Rate	Average Sales Price
Super Regional/Regional Malls	28,507,400	912,237	3.2%	(9,600)	-	\$4.10	-
Power Centers	12,165,300	997,555	8.2%	(129,900)	-	\$2.85	\$343
Lifestyle/Theme-Festival Cntrs.	5,419,300	265,546	4.9%	(42,900)	-	\$2.97	-
Community/Neighborhood Cntrs.	77,157,800	5,863,993	7.6%	(212,000)	30,000	\$2.33	\$252
Strip Centers	27,869,400	2,368,899	8.5%	125,200	44,900	\$1.62	\$298
Single Tenant Buildings	55,676,000	1,892,984	3.4%	4,000	13,500	\$2.05	\$467
Market Total	206,795,200	12,301,213	5.9%	(265,200)	88,400	\$2.34	\$340

(1) Includes vacant space which is available for direct lease and sublease.

(2) Calculation based on total vacancy.

(3) Weighted by available direct lease space. PSF Per Month. Triple Net (NNN).

Source: Colliers International - Los Angeles Basin Market Report, 2nd Quarter 2012

TABLE 9

**RETAIL LEASE RATE COMPARABLES - MARINA DEL REY  
MARINA DEL REY VISIONING ANALYSIS  
LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS**

No.	Address	Location	Property Type	Asking Rate	Building Type	Building Size	SF Available	Vacancy
1	4240 Lincoln (Marina Center)	Marina del Rey	Street Retail	\$39.00	NNN	40,000	1,612	12%
				\$69.00	NNN		610	
				\$57.00	NNN		1,190	
				\$33.00	NNN		1,270	
2	330 Washington (Latitude 33)	Marina del Rey	Retail	\$42.00	NNN	27,349	1,874	10%
				\$42.00	NNN		951	
3	2905 Washington	Marina del Rey	Restaurant	\$32.85	NNN	13,000	5,209	40%
4	4019 Lincoln (Walgreen's Anchored Ctr)	Marina del Rey	Neighborhood Ctr.	\$42.00	NNN	7,000	1,887	27%
5	13723 Fiji Way	Marina del Rey	Restaurant	\$12.00	NNN	5,007	5,007	100%
6	586-590 Washington Blvd	Marina del Rey	Free Standing Retail	\$41.40	NNN	40,000	1,099	3%
7	2560 Lincoln	Marina del Rey	Restaurant	\$71.40	NNN	2,200	2,200	100%

Lease Rate Range

\$12.00 - \$71.40

Weighted Average Lease Rate

\$36.95

TABLE 10

**RETAIL BUILDING SALES COMPARABLES  
MARINA DEL REY VISIONING ANALYSIS  
LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS**

<u>No.</u>	<u>Building Type</u>	<u>Address</u>	<u>City</u>	<u>Sale Date</u>	<u>Year Built</u>	<u>RBA (SF)</u>	<u>Sales Price</u>	<u>Price Per SF</u>
1	Retail Storefront Bldg	4082 Lincoln Blvd	Marina del Rey	5/16/2012	1949	4,000	\$1,900,000	\$475
2	Retail Storefront/Residential Bldg	339 Washington Blvd	Marina del Rey	1/27/2012	1946	3,572	\$1,370,000	\$384
<b>Weighted Average</b>								<b>\$432</b>
<b>Minimum Price/SF</b>								<b>\$384</b>
<b>Maximum Price/SF</b>								<b>\$475</b>

*Note: Data search for the City of Marina del Rey from 10/31/2010 - 10/31/2012. Multi-property sales, sales without sales prices and non-arms length transactions were not included.*

Source: Costar - 2012

TABLE 11

**2nd QUARTER 2012 OFFICE MARKET  
MARINA DEL REY VISIONING ANALYSIS  
LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS**

Submarket	Square Feet (Total Inventory)	Square Feet Vacant <sup>1</sup>	Vacancy Rate <sup>1</sup>	Net Absorption <sup>2</sup> (Year-to-date)	Under Construction	Average Asking Rent <sup>3</sup>	
						All Prop.	(Class A)
Los Angeles Central	46,472,294	8,829,736	19.0%	(28,757)	-	\$2.47	\$2.77
San Gabriel Valley	11,737,287	1,960,127	16.7%	(123,221)	-	\$1.97	\$2.32
Los Angeles West	51,135,781	8,335,132	16.3%	229,192	-	\$3.28	\$3.48
Los Angeles North	30,919,582	5,781,962	18.7%	407,122	-	\$2.16	\$2.23
Los Angeles South	30,356,761	6,799,914	22.4%	74,755	-	\$2.01	\$2.30
TriCities	23,240,037	4,229,687	18.2%	279,417	-	\$2.65	\$2.82
<b>Market Total</b>	<b>193,861,742</b>	<b>35,936,558</b>	<b>18.5%</b>	<b>838,508</b>	<b>-</b>	<b>\$2.52</b>	<b>\$2.81</b>

(1) Includes vacant space which is available for direct lease and sublease.

(2) Calculation based on total vacancy.

(3) Weighted by available direct lease space. PSF Per Month. Full Service Gross (FSG).

Source: Cushman & Wakefield Marketbeat- Greater Los Angeles, 2nd Quarter 2012

TABLE 12

**OFFICE LEASE RATE COMPARABLES  
MARINA DEL REY VISIONING ANALYSIS  
LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS**

No.	Address	Location	Property Type	Asking Rate	Building Type	Building Size	SF Available	Vacancy
1	3007 Washington (Courtyard Plaza)	Marina del Rey	Office	\$27.00	FSG	8,951	800	10%
				\$28.20	FSG		112	
2	4223 Glencoe (Creative Space)	Marina del Rey	Creative/Loft	\$35.88	FSG	65,000	9,200	14%
3	4081 Redwood (Creative Space)	Marina del Rey	Creative/Loft	\$29.40	MG	26,610	6,903	26%
4	4051 Glencoe (Shop/Whouse/Office)	Marina del Rey	Creative/Loft	\$27.60	MG	40,000	2,050	5%
5	3013-3017 Washington	Marina del Rey	Creative/Loft	\$23.88	MG	2,999	1,800	60%
6	13360 Beach (Creative)	Marina del Rey	Creative/Loft	\$24.00	IG	7,624	7,624	100%
7	4644 Lincoln (Medical Office)	Marina del Rey	Medical Office	\$42.00	FSG	54,000	843	2%
8	4040 Del Rey	Marina del Rey	Creative/Loft	\$26.65	MG	40,000	2,780	7%
Lease Rate Range				\$27.00 - \$35.88				
Weighted Average Lease Rate				\$32.23				

Source: LoopNet.com - 2012

TABLE 13

OFFICE BUILDING SALES COMPARABLES  
MARINA DEL REY VISIONING ANALYSIS  
LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS

<u>No.</u>	<u>Building Type</u>	<u>Address</u>	<u>City</u>	<u>Sale Date</u>	<u>Year Built</u>	<u>RBA (SF)</u>	<u>Sales Price</u>	<u>Price Per SF</u>
1	Class C Office (Live/Work)	13368 Beach Ave	Marina del Rey	10/1/2012	1981	2,856	\$900,000	\$315
<b>Weighted Average</b>								<b>\$315</b>
<b>Minimum Price/SF</b>								<b>\$315</b>
<b>Maximum Price/SF</b>								<b>\$315</b>

*Note: Data search for the City of Marina del Rey from 10/31/2010 - 10/31/2012. Multi-property sales, sales without sales prices and non-arms length transactions were not included.*

Source: Costar - 2012

TABLE 14

**LAND SALES COMPARABLES  
MARINA DEL REY VISIONING ANALYSIS  
LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS**

<u>No.</u>	<u>Description</u>	<u>Address</u>	<u>City</u>	<u>Sale Date</u>	<u>Size (AC)</u>	<u>Size (SF)</u>	<u>Sales Price</u>	<u>Price Per SF</u>
1	Commercial	4210 Del Rey Ave	Marina del Rey	9/28/2012	0.51	22,240	\$5,200,000	\$233.81
2	Industrial	4207 Del Rey Ave	Marina del Rey	9/13/2011	0.10	4,208	\$300,000	\$71.29
3	Industrial	4140 Glencoe Ave	Marina del Rey	12/28/2011	0.95	41,382	\$6,800,000	\$164.32
<hr/>								
							<b>Overall Weighted Average</b>	<b>\$181.34</b>
							<b>Commercial Weighted Average</b>	<b>\$233.81</b>
							<b>Industrial Weighted Average</b>	<b>\$155.74</b>

*Note: Data search for the City of Marina del Rey from 10/31/2010 - 10/31/2012. Multi-property sales, sales without sales prices and non-arms length transactions were not included.*

Source: Costar - 2012



TABLE 15

**2007-2013 HOTEL OCCUPANCY RATES<sup>1</sup>**  
**MARINA DEL REY VISIONING ANALYSIS**  
**LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS**

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	Marina del Rey	Los Angeles County
2007	77.2%	77.0%
2008	76.1%	74.2%
2009	68.6%	67.3%
2010	75.4%	71.4%
2011	74.8%	75.0%
2012 (e)	78.1%	77.7%
2013 (f)	78.2%	78.0%
<b>Average</b>	<b>75.5%</b>	<b>74.4%</b>

E - Estimate

F - Forecast

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(1) Source: PKF "The 2013 Southern California Lodging Forecast"

TABLE 16

**2007-2013 HOTEL AVERAGE DAILY RATE<sup>1</sup>**  
**MARINA DEL REY VISIONING ANALYSIS**  
**LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS**

	Marina del Rey	Los Angeles County
2007	\$176.75	\$165.57
2008	\$180.39	\$170.87
2009	\$152.15	\$151.31
2010	\$153.65	\$153.54
2011	\$168.99	\$163.04
2012 (e)	\$181.39	\$171.54
2013 (f)	\$191.37	\$179.78
<b>Average</b>	<b>\$172.10</b>	<b>\$165.09</b>

E - Estimate

F - Forecast

(1) Source: PKF "The 2013 Southern California Lodging Forecast"

TABLE 17

2007-2013 HOTEL ANNUAL REVPAR (occupancy x room rate)  
 MARINA DEL REY VISIONING ANALYSIS  
 LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS

	Marina del Rey	Los Angeles County
2007	\$136.39	\$127.42
2008	\$137.26	\$126.83
2009	\$104.30	\$101.79
2010	\$115.84	\$109.60
2011	\$126.47	\$122.32
2012 (e)	\$141.64	\$133.24
2013 (f)	\$149.68	\$140.23
<b>Average</b>	<b>\$130.23</b>	<b>\$123.06</b>

E - Estimate

F - Forecast

(1) Source: PKF "The 2013 Southern California Lodging Forecast"

TABLE 18

**HOTEL MARKET PERFORMANCE<sup>1</sup>**  
**MARINA DEL REY VISIONING ANALYSIS**  
**LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS**

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	<u>Occupancy</u>	<u>Average Daily Rate</u>	<u>Annual Supply</u>	<u>Occupied Room Nights Per Year</u>	<u>Occupied Room Nights Change</u>	<u>RevPar</u>	<u>RevPar Change</u>
<b>Marina del Rey</b>							
2007	77.2%	\$176.75	512,095	395,161		\$136.45	
2008	76.1%	\$180.39	512,095	389,647	-1.4%	\$137.28	0.6%
2009	68.6%	\$152.15	504,430	345,790	-11.3%	\$104.37	-24.0%
2010	75.4%	\$153.65	496,765	374,508	8.3%	\$115.85	11.0%
2011	74.8%	\$168.99	537,280	402,116	7.4%	\$126.40	9.1%
2012 (e)	78.1%	\$181.39	524,870	409,849	1.9%	\$141.67	12.1%
2013 (f)	78.2%	\$191.37	529,250	413,948	1.0%	\$149.65	5.6%
CAC 2007-2013		1.33%	0.55%	0.78%		1.55%	
<b>Los Angeles County</b>							
2007	77.0%	\$165.57	35,607,575	27,401,678		\$127.49	
2008	74.2%	\$170.87	35,178,700	26,112,428	-4.7%	\$126.79	-0.6%
2009	67.3%	\$151.31	34,804,210	23,413,865	-10.3%	\$101.83	-19.7%
2010	71.4%	\$153.54	36,215,440	25,850,980	10.4%	\$109.63	7.7%
2011	75.0%	\$163.04	36,358,702	27,277,951	5.5%	\$122.28	11.5%
2012 (e)	77.7%	\$171.54	36,103,567	28,041,704	2.8%	\$133.29	9.0%
2013 (f)	78.0%	\$179.78	36,273,759	28,293,097	0.9%	\$140.23	5.2%
CAC 2007-2013		1.38%	0.31%	0.53%		1.60%	

E - Estimate

F - Forecast

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(1) Source: PKF "The 2013 Southern California Lodging Forecast"

TABLE 19

POTENTIAL HOTEL ROOM DEMAND  
MARINA DEL REY MARKET AREA  
MARINA DEL REY VISIONING ANALYSIS  
LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS

	Potential Demand - 2% Annual Increase			Market Area	
	Annual 2.0% Demand Increase	Existing Room Night Supply <sup>1</sup>	Occupancy Level	Target Occupancy - 74% Available Room Nights	Cumulative Rooms
2013	413,948	529,250	78.2%	559,389	83
2018	457,032	529,250	86.4%	617,611	242
2023	504,600	529,250	95.3%	681,892	418
2028	557,120	529,250	105.3%	752,864	613

	Potential Demand - 3% Annual Increase			Market Area	
	Adjusted Demand Increase	Existing Room Night Supply <sup>1</sup>	Occupancy Level	Target Occupancy - 74% Available Room Nights	Cumulative Rooms
2013	413,948	529,250	78.2%	559,389	83
2018	479,879	529,250	90.7%	648,485	327
2023	556,311	529,250	105.1%	751,772	610
2028	644,917	529,250	121.9%	871,510	938

(1) Existing room night supply for 2013 based on PKF "The 2013 Southern California Lodging Forecast"

**APPENDIX E**

**MOBILITY TECHNICAL MEMORANDUM**



## REVISED TECHNICAL MEMORANDUM

Date: January 10, 2013

To: Gina Natoli & Kevin Finkel, Los Angeles County Department of Regional Planning

From: Sarah Brandenburg & Michael Kennedy

**Subject:** *Marina del Rey Mobility Plan*

Ref: LA13-2587

This technical memorandum:

- Documents the mobility goals for Marina del Rey
- Analyzes existing mobility conditions and identifies needs
- Proposes mobility recommendations to address the identified needs
- Recommends implementation strategies for the mobility recommendations

A variety of sources were reviewed to document mobility goals for the Marina, including public input and prior plans. Key goals focus on moving people in the Marina (rather than just cars), as well as improving accessibility, connectivity, and safety for all transportation modes.

Existing mobility conditions were documented for all transportation modes in the Marina, including bicycle, pedestrian, transit, parking, the needs of boaters, and motor vehicles; and mobility recommendations are provided to address identified mobility needs, including:

- **Mobility Integration:** One of the key Mobility recommendations proposed to address the stand-alone nature of some of the Marina's mobility networks is the implementation of Mobility Hubs. Mobility Hubs would be locations where all modes come together to serve a key destination, and provide the opportunity for convenient transfers between modes, providing the Marina's residents and visitors with mobility options beyond just using their car.
- **Park Once:** Marina del Rey has a substantial number of public parking lots. Existing lots are rarely full, so there are opportunities to repurpose portions of parking lots to provide Mobility Hubs and additional transportation options. Shared parking "Park Once" districts are recommended to operate district parking more efficiently (both public lots and private off-street facilities), and eventually move towards consolidated parking facilities to serve these districts.
- **Transit:** Existing transit service in the Marina is infrequent, and transit stops are hard to find and have few amenities. Similar conditions are present with the Marina's WaterBus. Mobility recommendations include co-locating transit stops (both ground and water) at Mobility Hubs



(described below) with clear wayfinding and good schedule coordination to ensure easy transfers between transit modes. If financially feasible, improving service frequency is recommended so the beach shuttle can better serve public parking lots in the Marina.

- **Pedestrian**: Existing pedestrian signalized crossings are generally spaced far apart, and the pedestrian environment is inhospitable due to narrow sidewalks and other impediments. Recommended mobility enhancements include the introduction of additional signalized pedestrian crossings, as well as wider sidewalks, and design treatments on shared-mode roads to improve the pedestrian experience in Marina del Rey. Recommendations to provide for a multi-use waterfront promenade that can serve the Marina are also provided.
- **Bicycle**: Existing conditions for bicycle facilities found a mix of high-quality off-street bike facilities, with some conflict zone areas. Recommended Mobility Plan enhancements include a series of specific design treatments to improve visibility and safety at conflict locations, as well as strategies to fill in gaps in the system.
- **Vehicles**: Existing parking lots and driveways are at times difficult to find and are confusing in their layout. Mobility recommendations include improved vehicle wayfinding and access to parking lots to ensure direct convenient connections to parking facilities. Because traffic level of service in the Marina generally operates at an acceptable level, additional roadway capacity enhancement projects are discouraged, as they will encourage additional regional cut-through traffic.
- **Boaters**: Mobility recommendations for boaters are focused on providing high-quality dedicated facilities (such as parking), avoiding conflicts with other modes at boat launch areas and locations where privately-owned vehicles haul trailers, providing opportunities for using small watercraft for personal mobility within the Marina by providing dinghy docks, waterside wayfinding, and other improvements.

## **MOBILITY GOALS**

The recommended mobility goals for Marina del Rey are based on public input, a review of relevant planning documents for the Marina, and best practices in transportation planning for similar areas. Each of these sources is discussed below.

### ***Public Input***

Over the summer of 2013, several Marina del Rey Visioning events were hosted by the Los Angeles County Department of Regional Planning. A separate report prepared by MIG documents these events and the community feedback received. Several key mobility themes are also provided below:

- **Mobility and Accessibility** – Mobility in Marina del Rey can be improved by providing better access and connectivity to the various modes of travel to ensure ease of movement through the Marina on foot, bicycle, car, and boat
- **Promenade** – Widen to the County's design standard and run uninterrupted around the Marina, including around Marina Beach, to improve connectivity and the pedestrian experience





- Conflicts – Resolve locations where pedestrians and bicycles conflict (e.g., on promenade and other pathways)
- Bicycle Parking – Make more bicycle parking available throughout Marina del Rey
- WaterBus – Improve frequency and service duration of water transit
- Dinghy Docks – Locate year-round dinghy docks near restaurants to promote travel within the Marina by boat
- Shuttles – Link parking lots to destinations with shuttles that run around the entire Marina
- Accessibility – The pedestrian environment can be improved throughout the Marina
- Signage/Wayfinding – Improve throughout Marina del Rey for vehicles, parking, pedestrians, cyclists

### ***Marina del Rey Planning Documents***

The following Marina del Rey planning documents were reviewed, and their mobility goals are summarized below:

- Marina del Rey Land Use Plan (2012)
  - Support public access to the shoreline through the coordination and enhancement of the following components of a public access system: pedestrian access, public transit, water transit, parking, bikeways, circulation network, public views and directional signs and promotional information.” (Page 1-9)
  - Public transit – work with operators to provide high-quality transit service to the Marina, including light rail transit (LRT) from the airport (Page 1-10)
  - Shuttle buses – Provided an enhance shuttle with the introduction of LRT along the Lincoln Boulevard corridor; continue to operate summer shuttle; provide hotel shuttles to airport. (Page 1-11)
  - Consider implementing a car share service in the Marina (Page 1-11)
  - Pedestrian access – widen sidewalks to eight feet, which is the County’s minimum standard. Provide new crosswalks with signal protection. Provide five-foot-wide sidewalks as a requirement along mole roads. (Page 1-11)
  - WaterBus – Currently only operates during summer months; shift to year-round operations (Page 1-11)
  - Signage – Provide directional signage, and outdoor interpretive maps and exhibits about the coast in the Marina (Page 1-11)



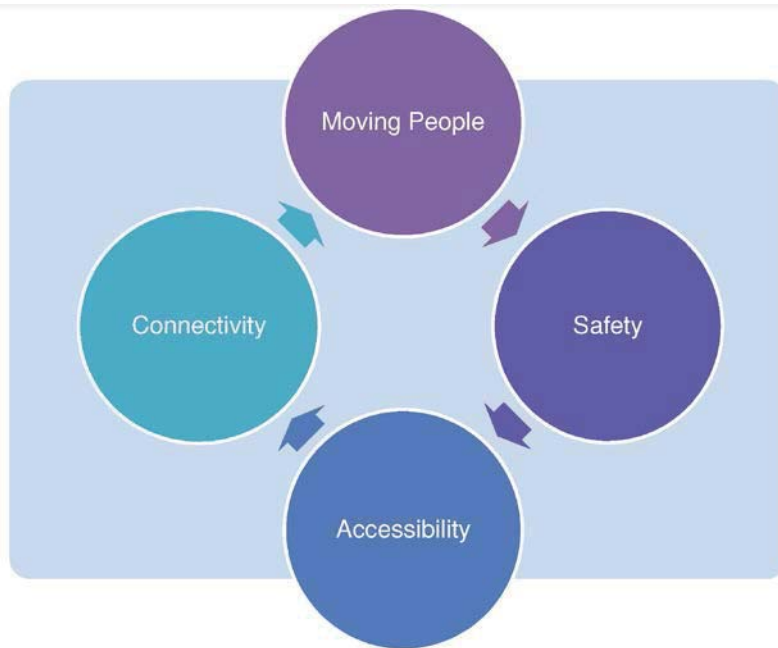
- Distribute parking facilities throughout the Marina to serve recreation and visitor-serving uses (Page 2-1)
- Do not allow use of public parking lots by private leaseholders to meet their private parking needs (Page 2-7)
- Establish short-term parking to allow price flexibility (Page 2-13)
- Provide non-auto circulation within new developments (Page 11-1)
- Provide adequate parking facilities in new developments, or provide substitute means of serving the development with public transportation (Page 11-1)
- To mitigate projected traffic increase from the Pipeline Projects, implement specific intersection modifications to increase capacity (Pages 11-13 to 11-12)
- Marina del Rey Specific Plan (2012)
  - Implement intersection modifications in anticipation of Pipeline Projects (Pages 17-18)
  - Expand beach shuttle to year-round service, ideally in conjunction with a future LRT line on Lincoln Boulevard (Page 18)
  - To reduce traffic, implement transportation demand management (TDM) strategies, including: carpooling, ridesharing, vanpooling, flex time, bicycles for transportation, bike racks and lockers at places of employment, preferential parking for TDM participants, incentives for TDM participants, disincentives. Shared use bikes and cars on-site (Page 17)
  - Parking lots may be used for bicycle and pedestrian right-of-way, boathouses, farmers markets (temporary), public parks and picnic areas.

### ***Recommended Goals***

Based on the input received from the community and goals from prior studies, the following goals are recommended for the Mobility Plan. These goals are meant to address four key mobility goals in the Marina: moving people, safety, accessibility and connectivity.



**Figure 1 - Mobility Goals**



- Mobility Hubs
  - Provide hubs in the Marina that integrate multiple travel modes, including water transit, bus transit, bicycle (parking and bike share), and provide seamless transfers between these modes with ample wayfinding to adjacent key destinations
- Mobility to Support Place Making
  - Parking and transportation should serve the overall community goals for Marina del Rey and the various uses and activities in the Marina
  - Parking and transportation policies should further the shared goals of Los Angeles County and the Coastal Commission to maximize public access to and along the coast, while simultaneously protecting, conserving, and restoring the coast for use by current and future generations with a mobility system that supports all modes
- Moving People
  - Focus on moving people (not just cars) efficiently and safely in the Marina
- Park Once
  - Operate parking in a common pool of shared, publically-available spaces
  - Provide parking for visitor-serving destinations within a ¼-mile walk distance



- Scale parking supply to meet documented parking demand plus 10 percent contingency to allow for parking space turnover
  - Provide direct pedestrian access between destinations and parking lots with clear wayfinding and frequent pedestrian crossings
  - Co-locate parking at mobility hub locations to provide easy transfers to transit shuttles and WaterBus
- Bicycles
  - Provide a direct separated facility through the Marina that links to regional bike facilities
  - Provide high-visibility treatments at locations where cyclists interact with other modes
  - Provide bike parking and bikesharing at key destinations
- Pedestrians
  - Enhance the quality of pedestrian crossings and improve directness of pedestrian travel
  - Provide a continuous high-quality pedestrian promenade around the Marina
- Shared Facilities
  - Communicate shared space through street or path design
  - Use shared facilities to provide pedestrian and bike connections between paths and activity centers
- Boaters
  - Minimize locations where boaters/trailers must interact with other modes
  - Provide convenient parking for boaters/trailers, focusing on short-term parking needs for loading/unloading supplies
- Transit
  - Better integrate the Marina into the regional transit network through improved span of service and service frequency on transit lines
- Water Transportation
  - Better integrate water transportation with internal mobility networks, including ground transit and bicycle facilities



## EXISTING CONDITIONS AND MOBILITY NEEDS

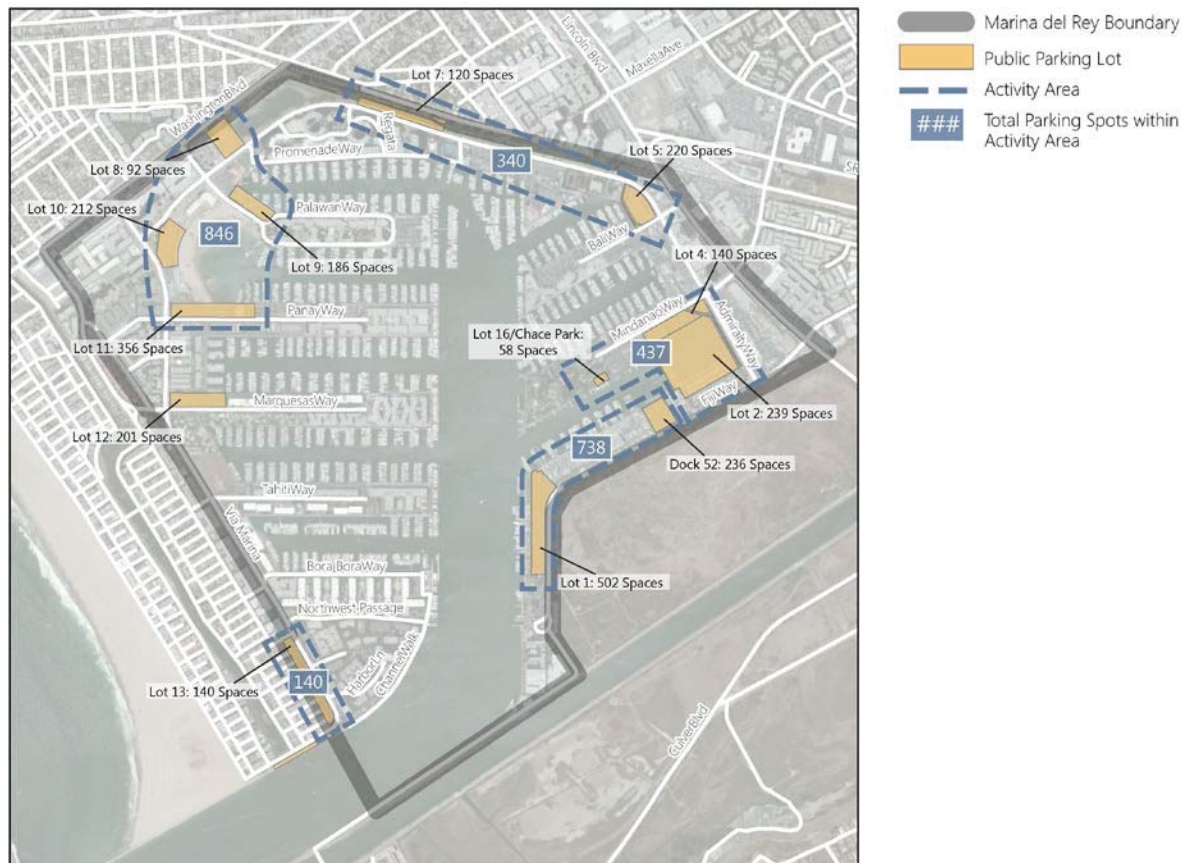
This section summarizes the field observations we conducted, as well as the mapping and analysis we prepared to document existing conditions and identify mobility needs in Marina del Rey.

### ***Parking***

#### Supply

Substantial parking supply is provided in the Marina in public lots and in private development projects. In 2010, a parking study (*Right Size Parking Study*, Raju Associates, 2010) was conducted for the public lots in the Marina. A total of 2,699 stalls were counted across the parking lots. Subsequent to the study, as part of the Senior Accommodations facility going in on Lot 8, 94 spaces have been relocated from Lot 8 into Lot 11 (Parcel 21), with 92 remaining spaces provided in Lot 8, for a total of 2,702 stalls. Aside from the southwestern portion of the Marina, which has few public parking lots, public lots are spaced throughout the other districts, with a particular concentration around Marina Beach (with a total of 846 spaces), Waterside Shopping Center vicinity (437 spaces in public lots), and Fisherman's Village area (738 spaces). Figure 2 illustrates the parking supply by location.

**Figure 2 – 2010 Public Parking Supply**







### Accessibility

As shown in Figure 3, most of the Marina is located within a ¼-mile walking distance of one or more public parking lots, with the exception of some of the moles in the western portion of the Marina, which do not have as close proximity to public parking lots. Figure 3 also illustrates the location of public parking lots in relation to parcels that have been zoned with visitor-serving uses (retail, boating, etc.). Generally, the parcels that are zoned with visitor-serving uses have close access to public parking lots.

In terms of the public parking lots themselves, vehicle access may be confusing, and there is limited wayfinding signage, indicating a mobility need for improved vehicular wayfinding and access. Pedestrian access is limited as well. There are few sidewalks and other dedicated pedestrian access paths that provide access to and through parking lots, indicating a mobility need to accommodate pedestrians to and through parking lots.

**Figure 3 – Public Parking Lot Accessibility**





## Demand

Existing parking demand counts were also collected as part of the 2010 parking study. Counts were collected on peak weekend days, and the 90<sup>th</sup> percentile of parking demand was mapped. Additionally, the study forecasted parking demand for several projects in the development pipeline, and included them in the demand estimates shown in Figure 4. On most days, the existing public parking supply is underutilized. As shown in the figure, all of the public parking areas identified were projected to have excess parking capacity available. Lot 13 was estimated to have the highest occupancy (72 percent occupied), but other areas ranged from 15 percent to 55 percent occupied, indicating that even on peak days, the Marina has a surplus public parking supply. Past surveys and ongoing observations have revealed that these lots are typically underutilized most days of the year. Although excess capacity remains in the overall public parking supply on even the busiest days, there are spot shortages and surpluses on these days. For example, the public parking facilities adjacent to Marina Beach are fully utilized on summer weekends, while less-convenient facilities remain underutilized.

**Figure 4 – 90th Percentile Parking Demand**





Even on the busiest days of the year (i.e., the Memorial Day, Fourth of July and Labor Day holiday weekends) and during special events (such as Halibut Derby event days and Boat Parade Day), excess capacity remains in the overall public parking supply. In addition, the County has permission, via a parking covenant, to use up to 860 parking spaces in the office building parking structure on Parcel 76 on weekends and holidays, and this parking capacity is largely unused on even the busiest holiday weekends and special event days. Event parking management is used to manage parking on busy event days. On occasions that draw major crowds, such as Fourth of July fireworks, December's annual Boat Parade Day, and concerts in the park, staff from the Department of Beaches and Harbors post "lot full" signs at the most popular public lots when they reach capacity, and then direct traffic to other nearby parking facilities.

### ***Transit***

A variety of transit service is provided in the Marina. Figure 5 illustrates the routes within the Marina (both ground bus transit and the WaterBus), the location of transit stop locations, and the weekday stop level ridership (for operators that track those data). Routes that serve the Marina include:

- Metro Route 108 operates on Via Marina and Admiralty Way in Marina del Rey, and travels eastward, generally along Slauson Avenue to Pico Rivera. Peak headways are approximately 30 minutes. Stop level ridership is generally 10 riders or less per day at each stop in Marina del Rey.
- Culver City Bus Route 1 operates along the perimeter of the Marina on Washington Boulevard, from Venice through Culver City to the West LA Transit Center. Peak headways are approximately 12 minutes. Stop level ridership data are not available for Culver City Bus lines.
- Culver City Bus Route 7 operates on Admiralty Way and Fiji Way in Marina del Rey, and travels eastward, on Culver Boulevard to Downtown Culver City, and the Metro Expo Light Rail Station. Peak headways are approximately 60 minutes. Stop level ridership data are not available for Culver City Bus lines.
- LADOT Commuter Express Route 437 operates on Admiralty Way and Fiji Way in Marina del Rey, and travels eastward on Culver Boulevard and the I-10 freeway to Downtown Los Angeles. This line operates during weekday peak periods only, with 30 minute headways. Stop level ridership data are not available for this line.
- Big Blue Bus Route 3 operates on Lincoln Boulevard along the eastern side of Marina del Rey, travelling from UCLA to Downtown Santa Monica, and south to the Metro Green Line Aviation Station near LAX. Peak headways are approximately 15 minutes. Stop level ridership are in the range of 50-100 riders per day at the stops on Lincoln Boulevard at Mindanao Way.
- Beach Shuttle is a summer season transit circulator that operates on Fridays, Saturdays, Sundays and holidays, serving Marina del Rey and the community of Playa Vista. The shuttle runs every 30 minutes, and has approximately 200 riders per day. It stops at Culver City Bus and Metro stops in the Marina. Round beach shuttle signs are provided at each stop, and at many of the stops, maps/bus schedules are provided, along with benches.





- WaterBus is a summer season water taxi that operates on weekends and holidays. The WaterBus operates from eight stops, without a defined schedule or route. Passengers indicate which stop they would like to go to, and the dock attendant will tell them when the WaterBus will arrive. Over the summer, the WaterBus averages about 1,075 passengers per day.

While the Marina is served by bus and water transit, transit service frequency is limited. The WaterBus and Beach Shuttle are seasonal operations only, and the bus transit that enters the Marina run relatively infrequently, underlying a mobility need for improved transit service. As shown in Figure 5, the location of WaterBus stops generally are not co-located near a bus transit stop, so transfers from water to bus transit are not particularly convenient. Because the WaterBus does not operate on a set schedule or route, it is difficult to coordinate a trip that would involve both the WaterBus and ground transit bus route.

**Figure 5 – Transit Routes and Stop-Level Ridership**

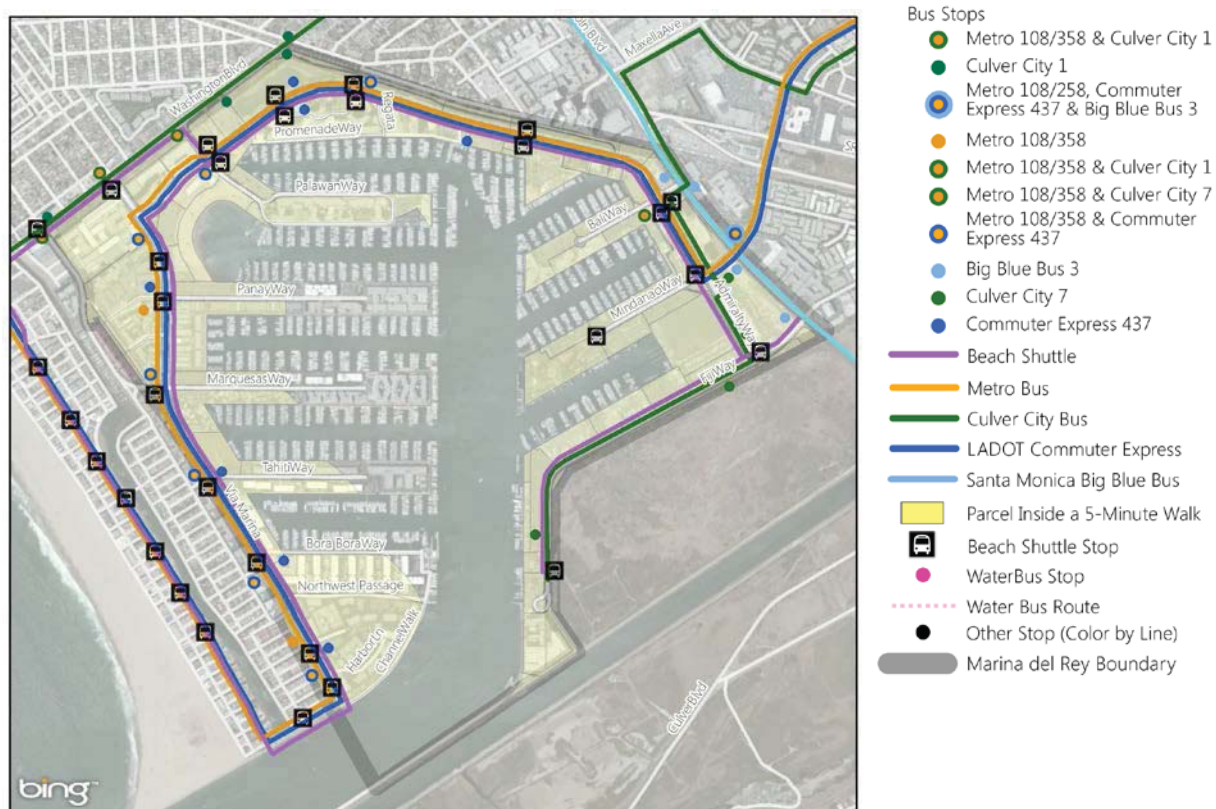




### Transit Stop Accessibility and Quality

Figure 6 analyzes the accessibility to ground transit stops from Marina del Rey parcels. Most of Marina del Rey (80 percent) is located within a ¼-mile walking distance of bus transit stop, indicating good bus stop coverage. If WaterBus stops are included, 100 percent of parcels in Marina del Rey are within ¼ mile of a transit stop. While much of the Marina has bus stops, not all bus stops have a high level of amenity, such as bus shelters, that would increase the attractiveness of transit service.

**Figure 6 – Transit Stop Accessibility**



## ***Pedestrian***

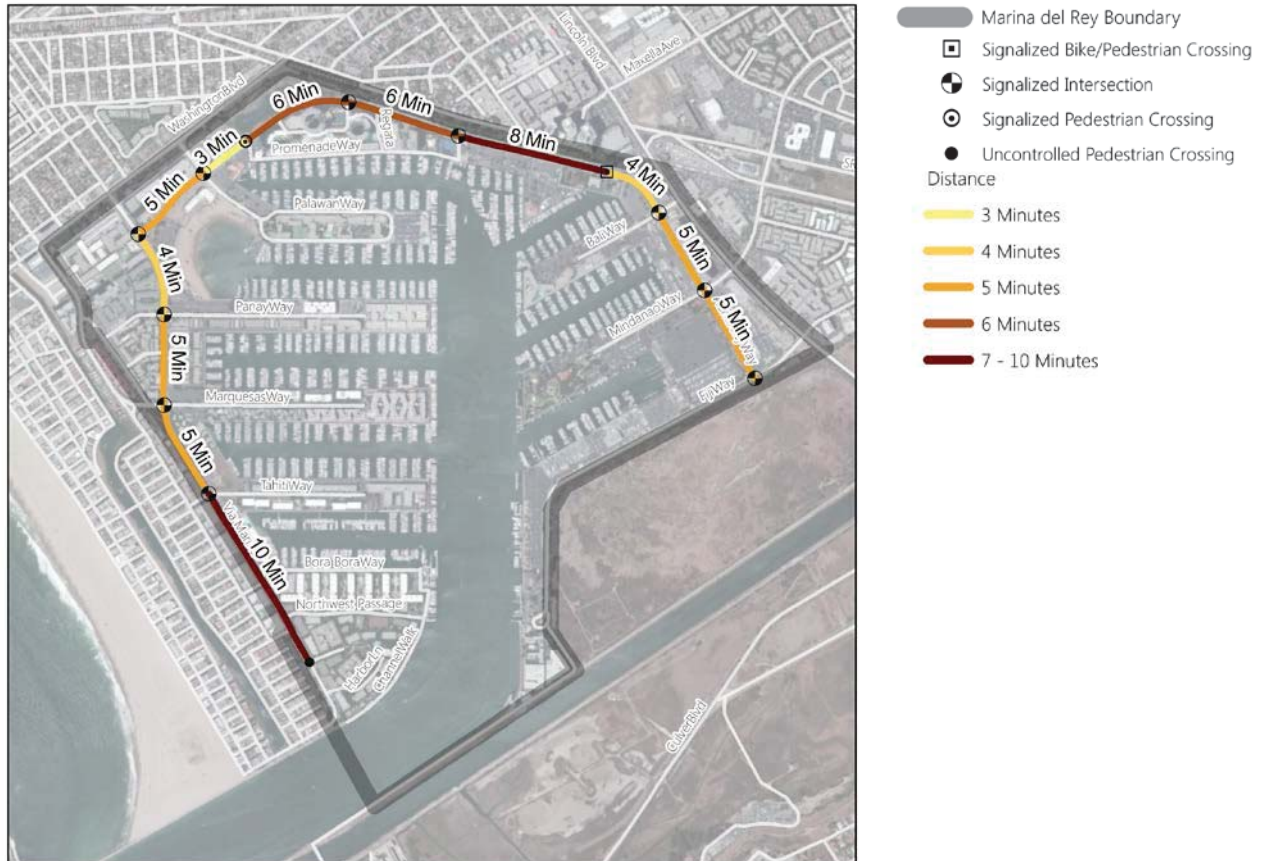
### Crossings and Path of Travel

There are relatively few signalized pedestrian crossings in Marina del Rey, either signalized pedestrian-only crossings or fully-signalized traffic intersections. Along the Admiralty Way and Via Marina loop, which are the two primary roadways that pedestrians need to cross, the signalized pedestrian crossing spacing between signals (both dedicated pedestrian signals and general traffic signals) is 560 feet to 2,100 feet, a walk time of approximately three to 10 minutes, as shown in Figure 7. This can result in significant out-of-direction travel time for pedestrians, indicating a mobility need for more frequent signalized pedestrian crossings. Figure 8 illustrates average crossing distance between signalized crossing locations on Admiralty Way in Marina del Rey and the average crossing distance in Downtown Santa Monica, a location considered to be very walkable. On average, signalized crossings are approximately 1,000 feet

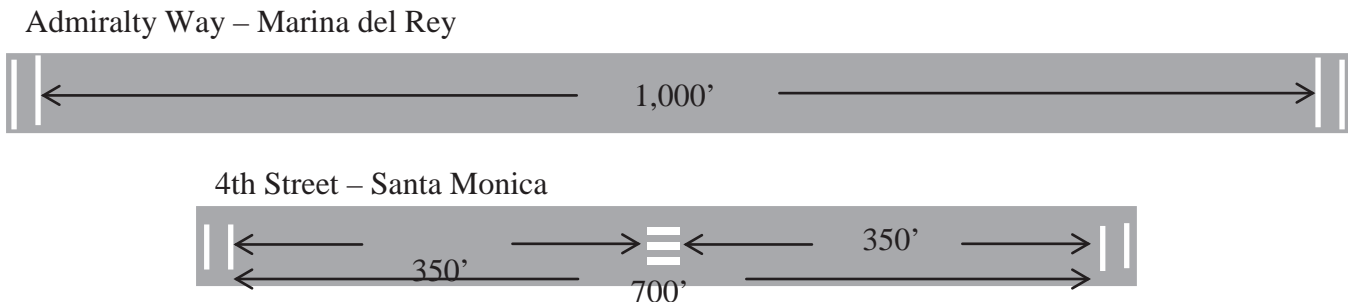


apart on Admiralty Way. In Downtown Santa Monica, crossings, including signalized mid-block crossings, provide for controlled crossings every 350 feet—a third of the distance found in Marina del Rey.

**Figure 7 - Pedestrian Crossing Distances in Walking Time**



**Figure 8 - Average Crossing Spacing Marina del Rey and Downtown Santa Monica**

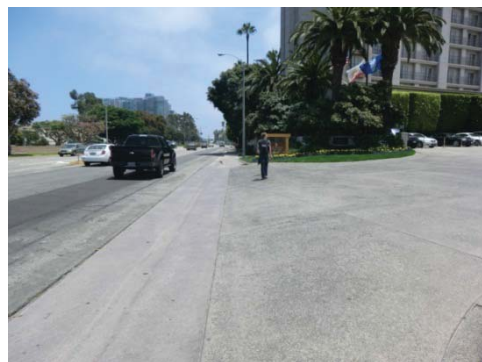


Pedestrian crossings within Marina del Rey are generally striped as white parallel crosswalks (as opposed to high-visibility crosswalks), arterials are wide with limited pedestrian refuge, and sidewalks tend to be narrow. Pedestrian barriers include locations where sidewalks are discontinuous, locations where





driveway curb cuts are very long, and locations where sidewalk impediments, such as street signs, lights, utility boxes, etc., hinder the pedestrian right-of-way on already-narrow sidewalks. Pedestrian facilities in Marina del Rey generally provide minimal pedestrian accommodation, indicating a mobility need for higher-quality pedestrian facilities, including wider sidewalks with fewer impediments and more visible pedestrian crossing treatments at intersections.



### Pedestrian Collisions

Figure 9 illustrates the location of collisions involving vehicles and pedestrians in the same five-year (2006-2011) period documented above for collisions involving cyclists. Collision frequency for pedestrians was lower than that found for cyclists during the five-year period, with concentrations at the intersection of Washington Boulevard and Via Dolce (City of Los Angeles), and Admiralty Way and Bali Way with a fatality occurring at both locations.

**Auto/Pedestrian Collisions**

- 1
- 2
- 3 - 4
- 5 - 10
- 1 Fatality

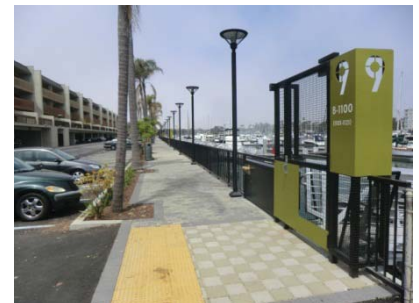
Marina del Rey Boundary

A waterfront promenade is currently provided around much of the Marina, but is generally narrow. Figure 10 illustrates existing locations with the promenade. Aside from the sections along the California Yacht Club, sections along Basin H, and on the west side of the channel, there is a promenade along most sections of the Marina. However, much of the promenade is narrow, with nearly half (49 percent) of the promenade being 10 feet wide or less. Only 12 percent of the existing promenade meets the current design standard of 20 to 28 feet wide, indicating the mobility need for a wider, more continuous promenade to serve pedestrian (and potentially, bicycle) mobility in the Marina. The design, quality, and maintenance of the existing promenade vary throughout the Marina as shown in the photographs below.





**Figure 10 - Waterfront Promenade Location and Width**



### Mole Roads

Marina del Rey's mole roads provide primary access for most of the residential developments in the Marina. They serve as the primary vehicular access points and primary or secondary pedestrian/bicycle access points, with the promenade serving as additional pedestrian access for some developments. Most





of the mole roads on the west side of the Marina, including Panay, Marquesas and Tahiti Way, are shared space. No separate pedestrian sidewalk is provided. While these moles are lined by the waterfront promenade, there is limited access to the promenade in-between buildings, which can lead to indirect pedestrian paths of travel. The mole roads themselves provide the most direct path of travel, but because they are shared space (with no designated area for pedestrians), they can discourage walking, indicating a mobility need to designate a pedestrian zone within the shared space of the mole roads.

## ***Bicycle***

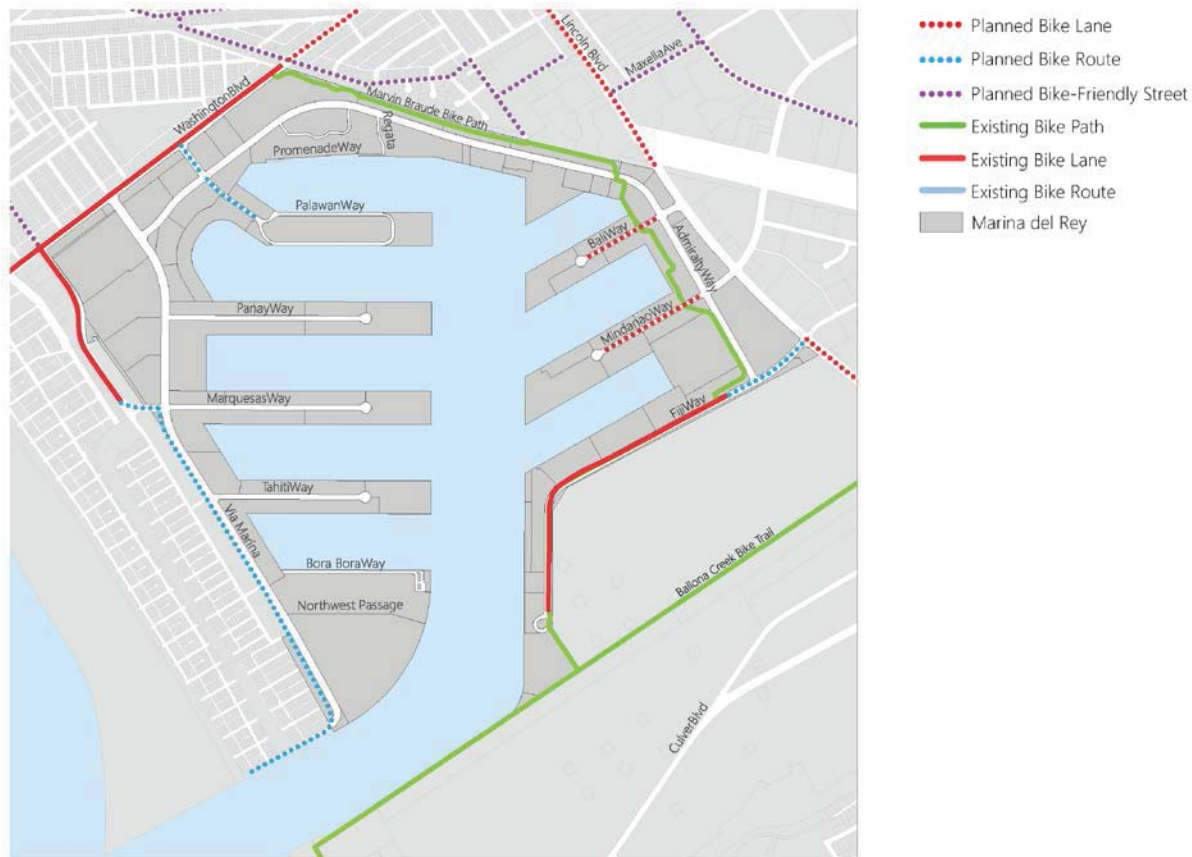
### Existing Facilities

As shown in Figure 11, Marina del Rey has a variety of existing bikeways, including:

- Class I (Bicycle Paths)
  - Ballona Creek Bike Trail – This bike path runs along the southern end of the Marina, linking with Culver City to the east and the beach bike path to the south, with connections to Playa del Rey, El Segundo, and the Beach Cities.
  - Marvin Braude Bike Path – This bike path provides an important connection for the regional beach bike path, linking to the beach bike path to the south via bike lanes on Fiji Way, and the beach bike path to the north via bike lanes on Washington Boulevard. Within the Marina, the bike path runs along the west side of Admiralty Way between Mindanao Way and Fiji Way. Between Mindanao Way and Yvonne B. Burke Park, the bike path runs through the parking lots of Parcel 44 and Parcel UR, generally sharing space with the parking lot driveways, and not acting as a separated bike path. In Yvonne B. Burke Park, the path returns to a true Class I off-street bike facility. The path ends at Washington Boulevard, where it connects with on-street bike lanes in the City of Los Angeles.
- Class II (Bicycle Lanes)
  - Fiji Way – A Class II on-street buffered bike lane generally runs from the southern end of Fiji Way to the entrance to the Marvin Braude Bike Path, just west of Admiralty Way.
- Planned Facilities
  - The Los Angeles County Bicycle Master Plan (2012) designates the following planned facilities:
    - Class II (Bicycle Lanes)
      - Mindanao Way – Bike lanes are planned on Mindanao Way west of Admiralty Way
      - Bali Way – Bike lanes are planned on Bali Way west of Admiralty Way



**Figure 11- Existing and Planned Bikeways**



▪ Class III (Bicycle Routes)

- Via Marina/Via Dolce – A bike route is planned on a portion of Via Marina, continuing on Via Dolce, between the channel and Washington Boulevard.
- Fiji Way – A bike route is planned on Fiji Way from Admiralty Way to Lincoln Boulevard.

These existing facilities are used both by residents, employees, and visitors of Marina del Rey, as well as for cyclists traveling through the Marina because of the regional bicycle connections it provides.

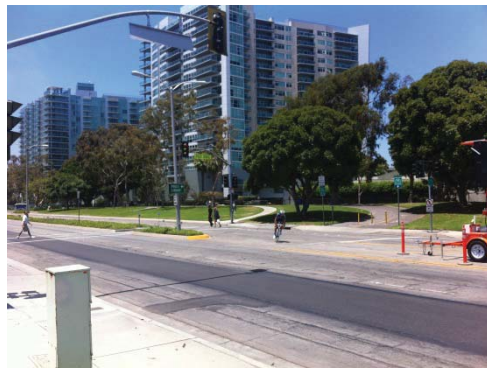
Conflict Zones

As discussed, there are several locations where the Marvin Braude Bike Path shares space with vehicles through parking lots, cross roadways, and cross sidewalks. These zones are locations where there is greater opportunity for conflicts between cyclists, motorists, and pedestrians. Figure 12 illustrates the locations of the primary conflict zones within the Marina. The locations of these conflict zones provide opportunities for redesign to reduce conflicts and improve bicycle mobility in the Marina.





**Figure 12 - Bicycle Conflict Zones**





## Collisions

Figure 13 illustrates the location of collisions involving vehicles and cyclists that occurred within the Marina during the most-recently-available five-year period of collisions from the California Highway Patrol Statewide Integrated Traffic Records System (SWITRS) data base (2006 through 2011). Collisions are mapped at the closest intersection. As shown in Figure 13, the intersections with the highest number of collisions during the five-year period were at the intersection of Washington Boulevard and Palawan Way (within the City of Los Angeles), as well as the intersections of Admiralty Way at Mindanao Way and Fiji Way.

**Figure 13 - Auto/Bicycle Collision Locations (2006 – 2011)**





### Accessibility to Facilities

To evaluate the proximity of Marina del Rey's residential population to bike facilities, we used population data from the 2010 United States Census and analysis in ArcGIS to determine the percent of the population of Marina del Rey that live within a ¼-mile distance of an existing bicycle facility, as shown in Figure 14. This evaluation used Census blocks geography for this evaluation, modified to reflect the location of residential parcels in the Marina. Most of the residential population lives in the Marina's western portion, where there are few existing bike facilities. Roughly 68 percent of the population in the Marina does not have close access (¼ mile or less) to an existing bike facility, indicating a mobility need to improve access to bicycle facilities in the primary residential areas of the Marina. As described above, the bike facilities in the Marina provide important regional connections, so are well-used by residents located outside of Marina del Rey (such as residents that live in Playa Vista and the Silver Strand). However, this accessibility evaluation must be limited to the area covered under the Marina del Rey Local Coastal Program.

**Figure 14 – Access to Bicycle Facilities**



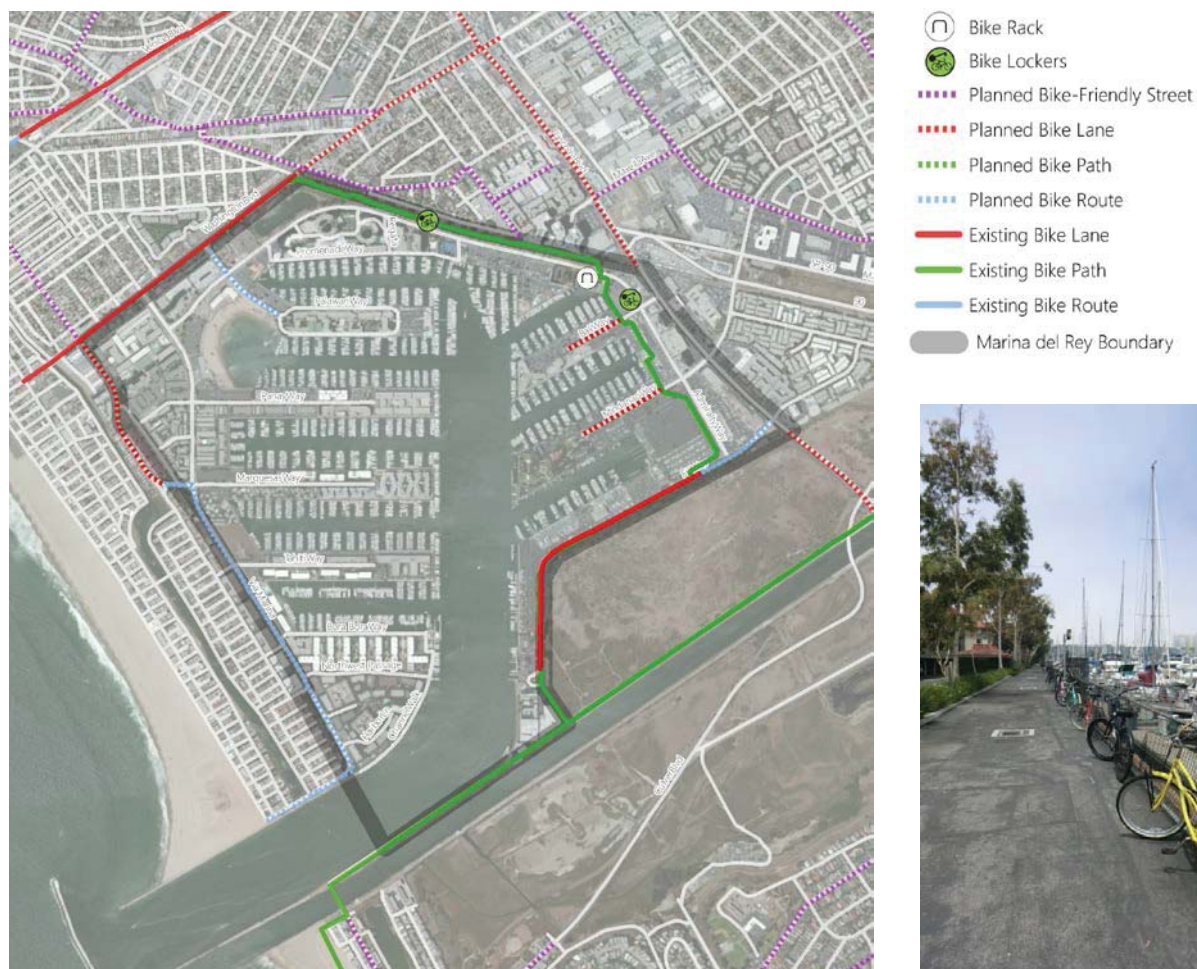




### Bicycle Parking

As illustrated in Figure 15, bicycle parking is provided in a limited number of locations in the Marina, including bicycle racks at the library and bike lockers in Parking Lot 7 along Admiralty Way and in Parking Lot 5 near the intersection of Admiralty Way and Bali Way. Bike lockers are rented annually (\$100 per year). Usage of the lockers appeared to be infrequent on the days field observations were conducted. A significant amount of informal bike parking was observed along the promenade on the north side of Marquesas Way. Bikes were locked to the promenade fence. Some of the bikes appeared to be abandoned, as they were rusted and were missing parts.

**Figure 15 - Bicycle Parking Locations**



### **Vehicles**

As shown in Figures 16 and 17, most of the peak hour traffic in the Marina occurs on Via Marina / Admiralty Way between Washington Boulevard and Mindanao / Fiji Way, indicating that some of the traffic through the Marina during peak hours could be regional cut-through traffic, likely as a bypass to a



congested Lincoln Boulevard. Traffic volumes are generally higher during the PM peak hour, with two-way segment volumes on Admiralty Way peaking at approximately 2,900 vehicles per hour. Existing roadway capacities are sufficient to meet peak capacity. On Via Marina south of Panay Way, traffic volumes are sufficiently low that there is generally excess roadway capacity. Intersection level of service (LOS) was analyzed in the Marina in the *Traffic Study for the Marina del Rey Local Coast Program Amendment* (Raju Associates, 2010). It found that existing LOS is LOC C or better during both peak hours at all intersections within the Marina.

**Figure 16 – AM Peak Hour Traffic Volumes and Level of Service**







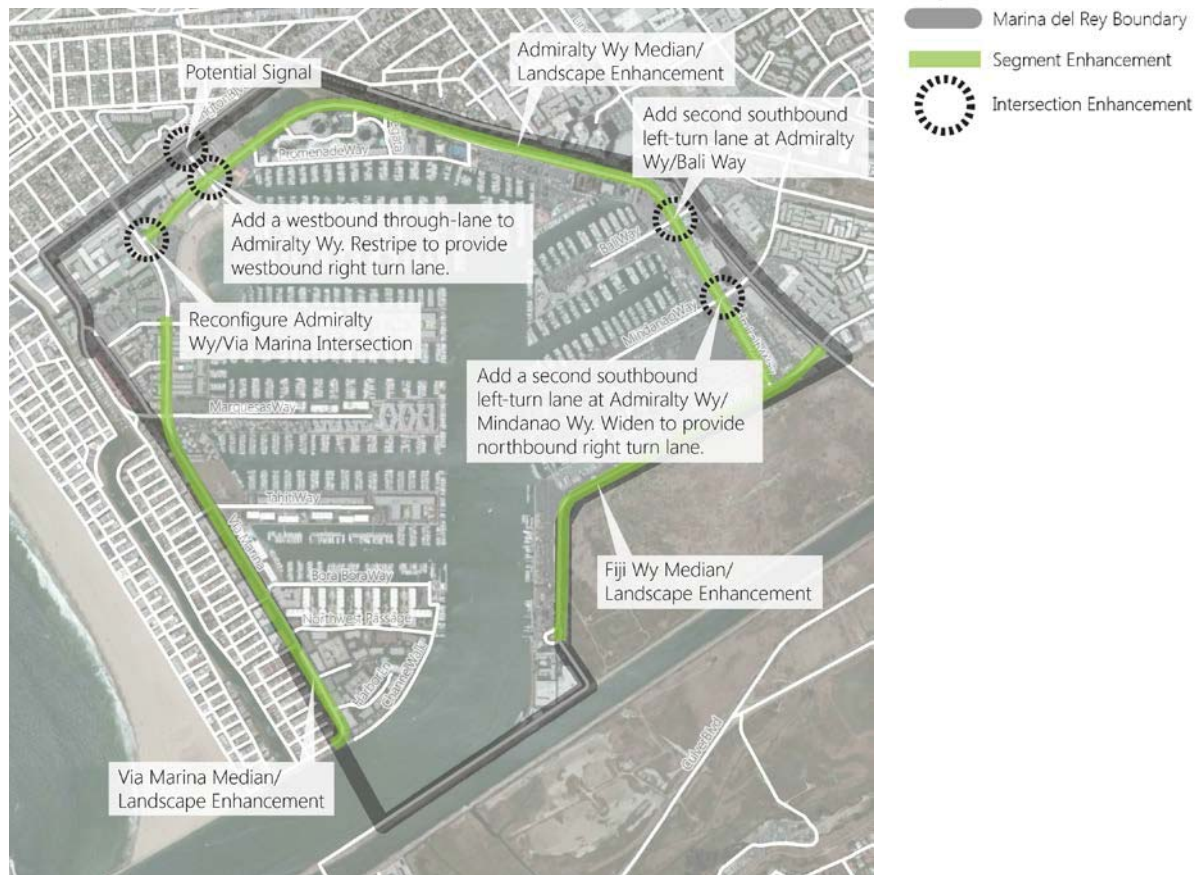
**Figure 17 – PM Peak Hour Traffic Volumes and Level of Service**



The 2012 Land Use Plan Update (LUP) indicated that traffic volumes have generally declined in the Marina, and have been below the traffic forecasts of the 1991/1995 traffic studies that outlined the trip cap and traffic mitigation measures for the Marina. The 2010 traffic studies forecast traffic conditions for future projects in the development pipeline and recommended an updated set of projects to increase roadway capacity. Figure 18 illustrates the location of these planned roadway capacity projects, as well as roadway landscaping/median enhancement projects.



**Figure 18 – Location of Planned Roadway Projects**



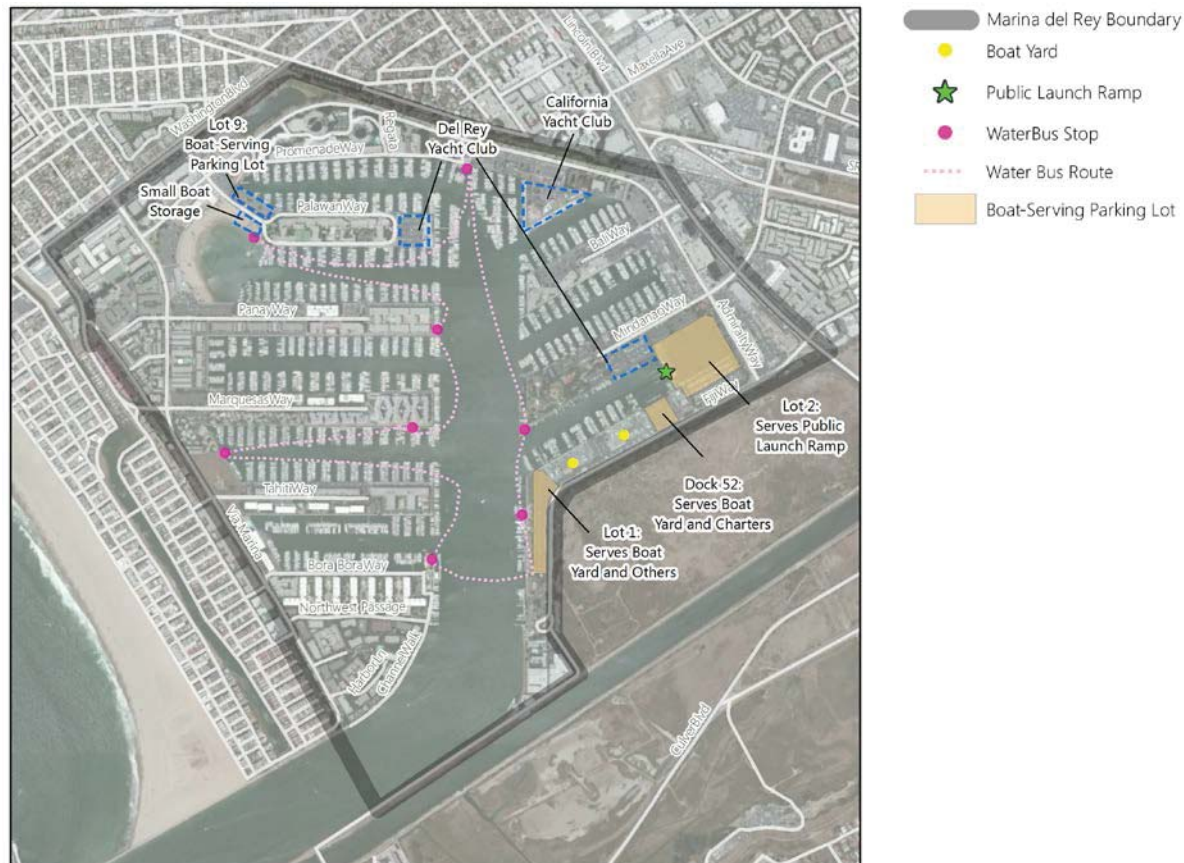
## **Boaters**

In addition to the WaterBus, as illustrated in Figure 19, the Marina provides extensive water transportation resources including the public launch ramp on Parking Lot 2, boat storage facilities, and small craft non-motorized storage at Marina Beach. The public and private marinas provide 5,300 boat slips, and accessory support facilities. At many of these facilities, boaters must navigate potential conflicts with other modes, including pedestrians and cyclists who travel through spaces where boaters park.

Several dedicated parking facilities for boaters are provided, as illustrated in Figure 19.



**Figure 19 – Water Transportation**



## MOBILITY PLAN RECOMMENDATIONS

### ***Mobility Integration***

One of the key mobility issues observed in the Marina is the disjointed nature of the different mobility networks: WaterBus stops don't necessarily correspond with ground transit bus stops; pedestrian access to and through parking lots is limited; wayfinding for all modes is difficult to locate; bike parking is generally non-existent at key destinations. While all of these different modes have some high-quality facilities in the Marina, as well as areas for improvement, they generally do not integrate well together, so transferring from one mode to another is difficult. Thus, mobility integration is the most fundamental of our mobility recommendations for Marina del Rey.

### Mobility Hub

The key foundation for this integration is the Mobility Hubs concept. Mobility Hubs are clusters of transportation facilities at key destinations in Marina del Rey that provide residents, workers and visitors a





variety of convenient mobility choices, including both land-side and water-side mobility options. The ideal mobility hub would consist of the following components:

- Park Once Facilities – The Mobility Hub should be located in or adjacent to a centralized parking facility that can serve the adjacent uses. The Park Once facility could be a surface lot or parking structure. Clear and direct vehicular access to the facility should be provided, with visible wayfinding signage. Once parked, visitors would easily locate the mobility choices available at the Mobility Hub with clear wayfinding and pedestrian paths of travel through the parking facility. Parking pricing and connecting transit service and fare should be convenient and economical to encourage visitors to park once in the Marina, and use the Mobility Hubs and their connecting mobility choices to travel around the Marina without needing to use their personal motor vehicles during their visit. These facilities could provide dedicated spaces and electrical vehicle charging stations to encourage the use of neighborhood electric vehicles (NEV) and other emissions-free vehicles for mobility in the Marina.
- Boating Facilities
  - Co-located WaterBus Stop – The WaterBus stop would be located as close as possible to the land-side Mobility Hub amenities, linked with clear wayfinding. WaterBus stops should be demarcated by clear and visible signage or other branding/identifying elements on the dock. Schedule and fare information should also be provided.
  - Dinghy Dock – The Mobility Hub could provide, to the extent feasible, a co-located dinghy dock adjacent to the WaterBus stop, with clear waterside wayfinding signage directing boaters to the dinghy dock, including waterside signage that is visible to boaters to indicate what land-side destinations are accessible.
- Bus Transit/Shuttle Stop – The Mobility Hub should be co-located with a bus transit/Marina Shuttle bus stop with stop amenities that include a shelter, bench, wayfinding signage, and schedule and fare information. Shuttle service in the Marina should be reoriented to serve the Mobility Hubs, and provide mobility options for people after they park in Park Once facilities.





- Bicycle Facilities

- Access to Marina Bicycle Network – The Mobility Hub should be located immediately adjacent to one of the Marina bicycle paths or on-street bicycle lanes. It should include destination wayfinding signage with mileage and/or average biking times to clearly indicate the Marina destinations in close biking distance from the Mobility Hub.
- Bicycle Parking – The Mobility Hub should provide sufficient bike parking to meet demand during weekend summer conditions. Bike parking can be provided in a variety of configurations depending on the space available and overall bike parking demand. A bike corral, as shown in the adjacent photo is a cluster of bike racks typically the size of one vehicular parking space. One bike corral should be provided at a minimum.
- Bicycle Share – Ideally part of a larger regional bike share system, bike share kiosks should be implemented at each Mobility Hub, allowing for short-term bike rental by visitors and residents.

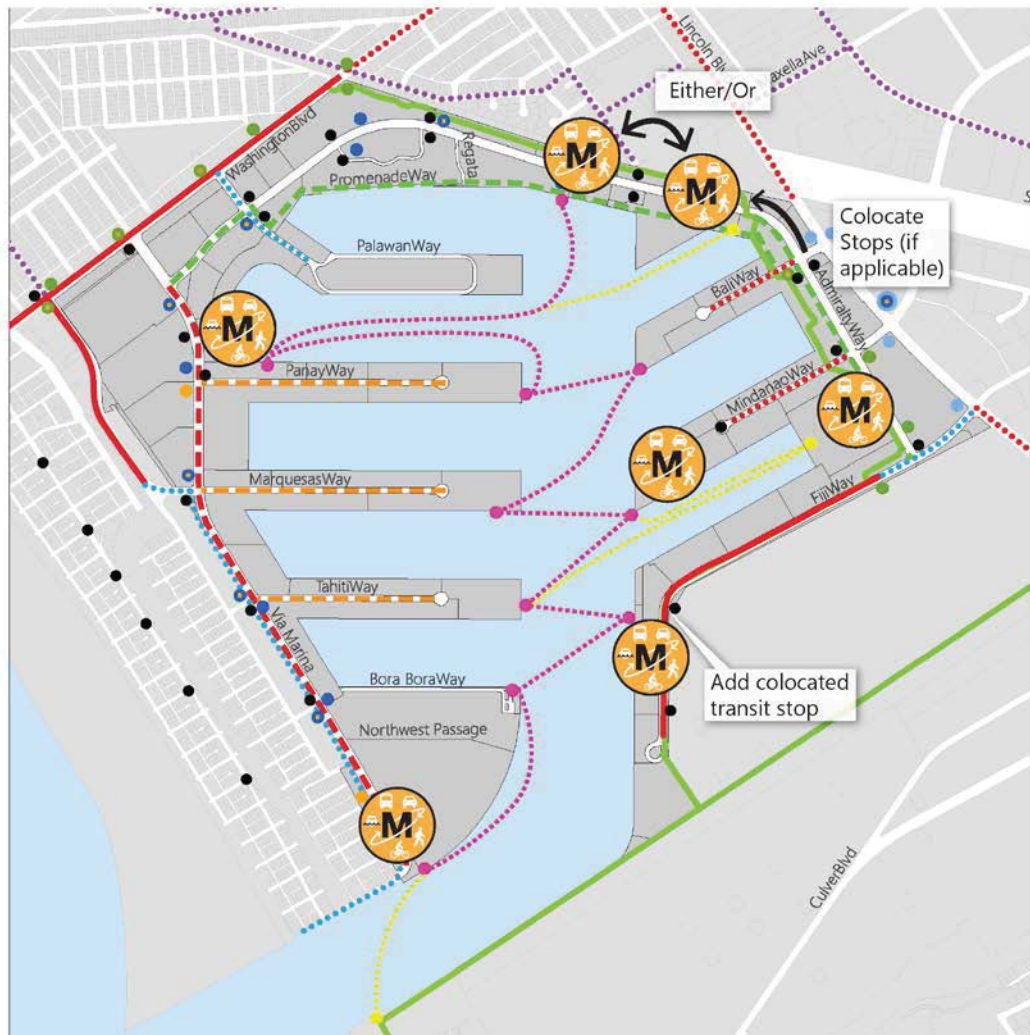


- Pedestrian Facilities – Mobility Hubs should be linked by a network of high-quality, spacious pedestrian space, including the waterfront promenade, and sidewalks and pathways to/from adjacent destinations and parking facilities. Pedestrian wayfinding signage should also be provided to indicate the direction and walk distance/time of nearby destinations. Adjacent pedestrian crossings, at a minimum, should be enhanced to provide high-visibility crosswalk treatments.
- Car Share – Mobility Hubs should also provide access to car share vehicles, such as ZipCar service, to provide residents and visitors convenient access to vehicles should they need to travel from the Marina to an external destination.

Figure 20 illustrates potential locations for Mobility Hubs that would serve the key destinations and districts within the Marina. Mobility Hubs could be located in existing surface parking lots, or could be incorporated into new developments. Figure 21 provides a conceptual rendering of what a Mobility Hub might look like on one of the parking lots in the Marina Beach area. Given its importance as a primary destination, the Marina Beach area is a prime candidate for the implementation of the first Mobility Hub.



**Figure 20 – Integrated Mobility Network and Mobility Hub Locations**



**Mobility Plan Enhanced Bikeways**

- Planned Bike Path
- Planned Bike Lane
- Shared Use Mole Road Concept

**Existing and Planned Bikeways (Other Plans)**

- Planned Bike Lane
- Planned Bike Route
- Planned Bike-Friendly Street
- Existing Bike Path
- Existing Bike Lane
- Existing Bike Route

**Mobility Plan Water and Landside Transit**

- Mobility Hub
- Waterbus Route
- Alternate or Future Waterbus Route
- Shuttle Stop
- Transit Stop (Big Blue Bus/Culver City/LADOT/Metro)





**Figure 21 – Marina Beach Mobility Hub Conceptual Design**



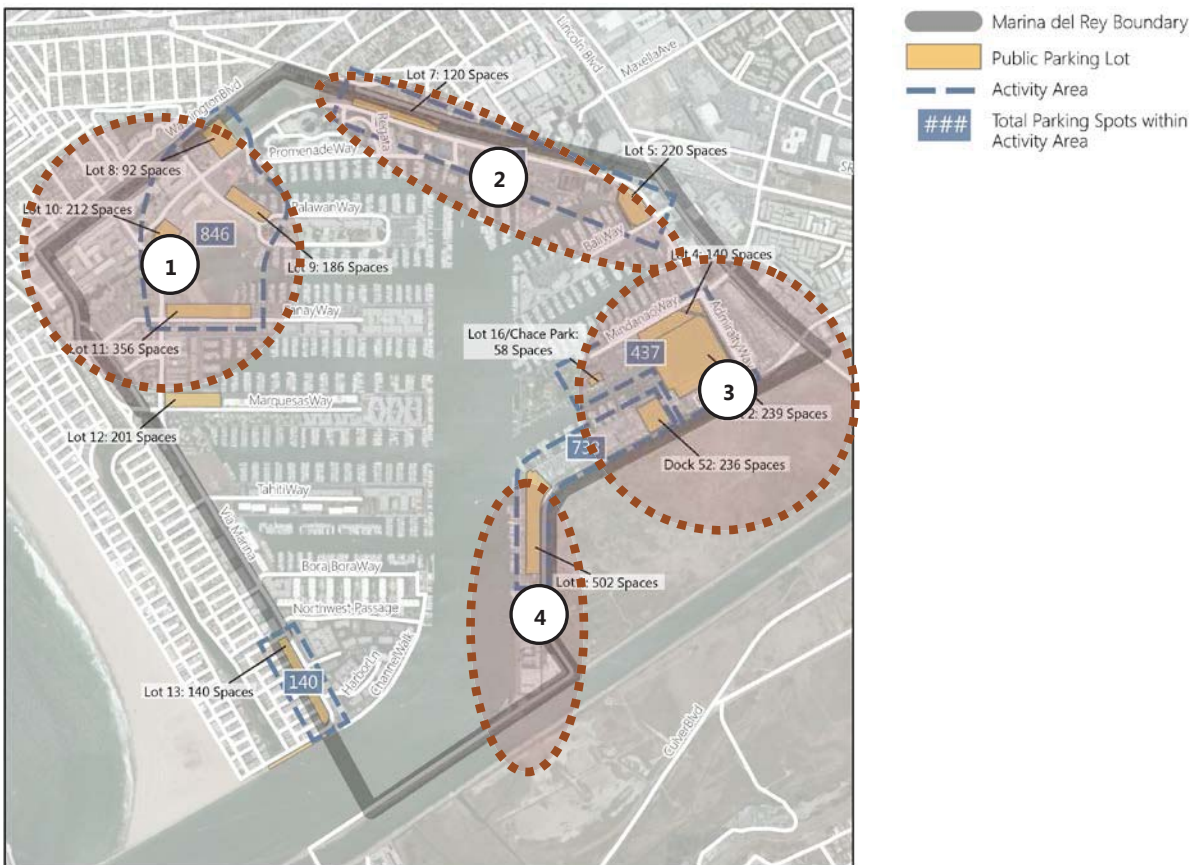
### ***Park Once***

To ensure that needed parking is used as efficiently as possible, we recommend adopting a district-based Park Once strategy for the Marina, which emphasizes operating as many parking spaces as possible in a common pool of shared, publicly-available spaces. Figure 22 illustrates our recommended locations for Park Once districts. They include the Marina Beach Area (District 1), the “Restaurant Row” area along Admiralty Way on the north side of the Marina (District 2), the Chace Park / Waterside Shopping Center area (District 3), and the Fisherman’s Village area (District 4). These districts were selected because they



represent the primary destination areas within Marina del Rey that have a substantial amount of visitor-serving uses.

**Figure 22 – Recommended Park Once Districts**



These districts have several public parking lots, but they also have a substantial number of parking spaces in private off-street parking lots and structures. Many of these private parking facilities are dedicated to specific user groups (such as tenants of office buildings, etc.), and are frequently unavailable to the general public and, as a result, are often underused. This off-street supply represents a substantial amount of already-constructed parking which, if made available to the public, could support additional uses in the Marina as well as the repurposing of existing underutilized parking lots for Mobility Hubs and higher-value visitor-serving uses.

In the near term, we recommend working with existing lessees to determine if they are interested in opening their parking facilities to public parking. Over time, as parcels are reused or redeveloped and as leases come up for renewal, there is the opportunity to bring many of these parking supplies into the pool of shared, available-to-the-public parking.



Over time, parking facilities in these districts could be consolidated into one or more centralized parking facilities (such as above-grade parking structures) co-located with Mobility Hubs, to allow for the repurposing of some of the existing surface lots. These consolidated Park Once facilities would seamlessly link into all of the Marina's mobility networks with the Mobility Hubs to encourage people to park once and use other modes to get around the Marina.

To preserve the potential for consolidated Park Once facilities in each of these districts, planning for a location for additional parking supply, most likely in the form of an above-grade structure, should be considered. These potential sites could include one existing public surface parking lot in each district. However, constructing additional parking supply should only be pursued when all feasible opportunities for efficiently sharing existing parking resources (including both public and private supply) have been implemented, and once all cost-effective opportunities for utilization of transit, bicycle, and pedestrian modes have been implemented. To ensure that this can be provided when needed, the Marina should reserve well-located sites for potential future parking structures, institute a regular program for monitoring parking supply and demand, and ensure that parking fees are adequate to fund the construction of future parking structures when needed.

#### Parking Wayfinding

Clear wayfinding is a critical component of a successful Park Once district, especially if a district's parking needs are accommodated in a variety of parking facilities (both public and private). Good parking signs on the street, whether static (i.e., traditional street signs) or dynamic (i.e., electronic signs that point users to currently-available parking supplies) are an important measure for making a public parking supply work effectively. Ideally, good signage should be supplemented by making real-time parking supply and availability information on each public parking facility available online, where it can be accessed via a variety of devices, including desktop and laptop computers, tablet devices, smart phones, and in-vehicle navigation systems. San Francisco's SFpark.org website and smart phone applications, and Downtown Santa Monica's online real-time parking availability website both provide good examples of this approach.

#### ***Transit***

Transit service, including both ground bus transit as well as the WaterBus, is critical to the success of a Park Once approach to ensure that people have mobility options within the Marina with stops conveniently located adjacent to parking facilities and frequent service that can efficiently take them to multiple destinations in the Marina.

#### Ground Transit

The Marina Beach Shuttle operates during the peak summer season on Fridays, Saturdays, Sundays and holidays. This service could allow the public to park in virtually any parking lot in the Marina and then visit key attractions via transit. However, the current service frequency limits this option, as few visitors could wait up to 30 minutes for a Beach Shuttle to arrive at their stop in lieu of driving to their next destination. To provide shuttle service that would support a Park Once Marina del Rey, we recommend a service standard of 15-minute headways or better during peak days to be implemented in the long term as the park once system is implemented. This would provide more convenient and usable service for Marina visitors and residents, and would have the secondary benefit of making existing, underutilized



parking supplies more convenient to access. To reduce the cost impacts of increasing service frequency, we recommend running some of the Beach Shuttle routes in the Marina only, rather than routing all shuttles to Playa Vista and Playa del Rey, unless ridership demand in those areas is sufficient to warrant the 15-minute service frequency.

Beach Shuttle stops should be located at Mobility Hubs and other key destinations, with higher level stop amenities, such as shelters, benches, and lighting.

While Los Angeles County does not fund or operate the other ground transit services that serve the Marina, ideally public transit stops would be co-located with Beach Shuttle stops and Mobility Hubs, with the same level of bus stop amenities and wayfinding elements that are recommended for Beach Shuttle stops.

#### WaterBus

As with the Beach Shuttle service, The WaterBus operates during the peak summer season on weekends and holidays. In contrast with the Beach Shuttle, the WaterBus does not follow a set schedule. Nominally, there is a service route, but it also functions as a water taxi, with passengers requesting a specific destination from a dock attendant in advance of being picked up by the service. While this service is convenient once a passenger is on the WaterBus (because it will take them to the stop of their choosing), the lack of a scheduled service makes connecting with ground transit difficult. For that reason, we recommend implementing a scheduled WaterBus service with defined routing and stop locations co-located with Mobility Hubs.

Figure 23 illustrates the existing WaterBus route in black (which is nominally followed since the service operates primarily as a water taxi), a proposed route in pink that corresponds with our recommended Mobility Hub locations, and potential additional route spurs to serve locations with potential future redevelopment. We also recommend using the WaterBus as a “bridge” across the Marina channel to improve pedestrian and bicycle connections for people wanting to travel south to Playa del Rey and Dockweiler Beach. Aside from the stop location at Marina Beach and the potential spurs to serve potential redevelopment sites, we recommend that the WaterBus primarily operate at the end of the moles to facilitate shorter travel time. To further improve the convenience of WaterBus service with this route option, we recommend implementing both a clockwise and counterclockwise service that would operate simultaneously so passengers don’t need to backtrack through a full run to get to their destination if it happens to be a couple of stops behind the current stop that they use to board the service.





**Figure 23 – WaterBus Route Option 1**

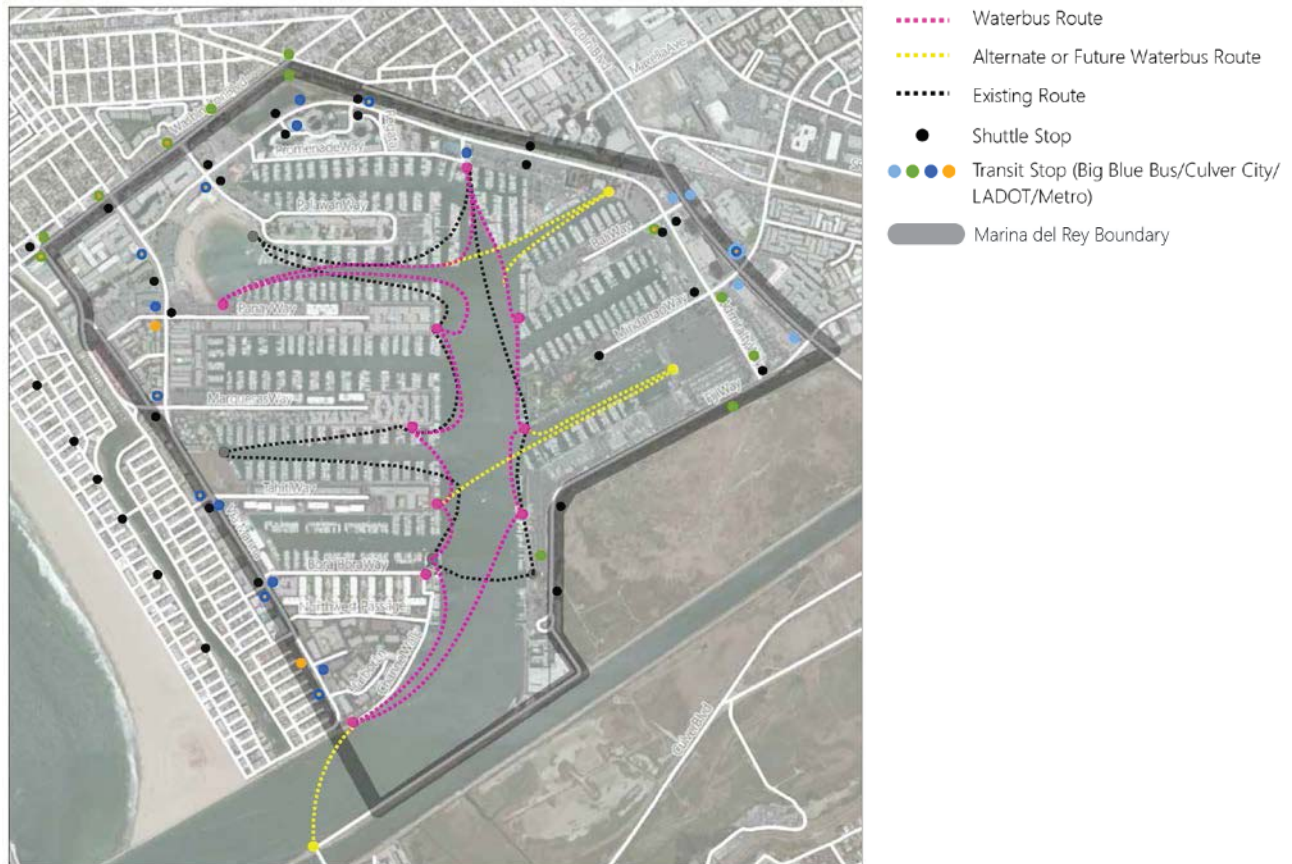


Figure 24 provides an alternative route option. Because the primary barrier to east-west travel in Marina del Rey is the channel itself, this route option zigzags across the channel to link the east and the west side more directly. This route is 13 percent shorter than the existing WaterBus route, so could operate more efficiently. With the additional spurs, the route would be 20 percent longer than existing.

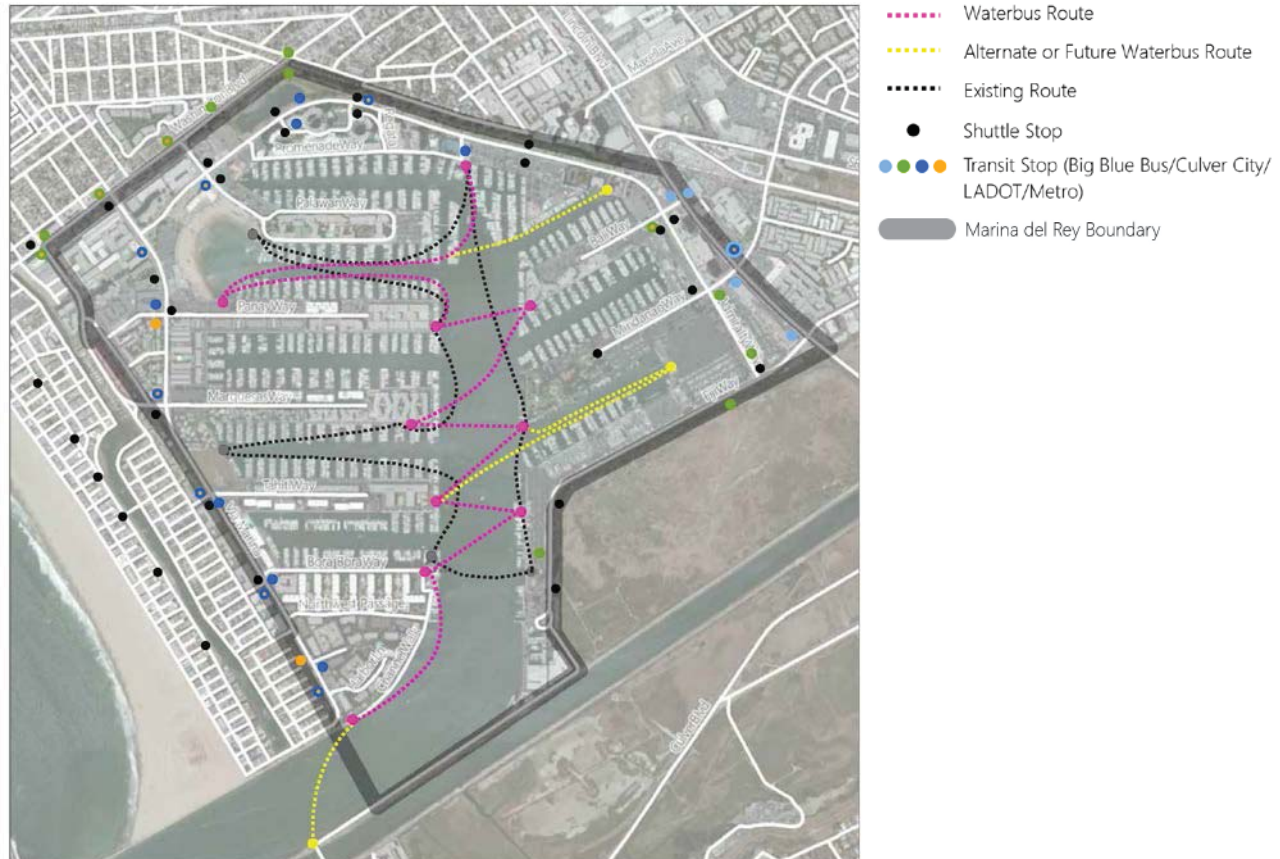
Over time, as demand for the WaterBus service increases, we recommend improving service frequency eventually to reach 15-minute frequencies during peak weekend periods. Regardless of service frequency, schedules should be coordinated with the Beach Shuttle to provide opportunities for easy transfer.

Existing WaterBus stops have limited signage, so are difficult to find for visitors and residents who have not previously used the system. We recommend implementing signage and branding elements on the docks themselves, as well as pedestrian wayfinding signage from key destinations to WaterBus stops to improve the usability and efficiency of the service.





**Figure 24 – WaterBus Route Option 2**



Ideally, on-demand water taxi service could continue as a supplement to the regular routing and schedule of the WaterBus. To improve the usability of the water taxi service as a near-term measure, we recommend allowing passengers to reserve their trip over the phone, or using a smart phone app, so that a passenger does not need to walk down to a dock and find a dock attendant to know when their water taxi is going to arrive.

## ***Pedestrian***

### Crossing Spacing and Treatments

As described, one of the key challenges of pedestrian mobility in Marina del Rey is the long spacing between signalized crossings of Via Marina and Admiralty Way. Because those two roads form the primary spine that circumnavigates the Marina, aside from uses accessed along the promenade, the likelihood is high that pedestrians will need to cross one of those streets. We recommend increasing the number of signalized crossings, via the introduction of new traffic signals located at frequently-used (but currently unsignalized) driveways, and/or pedestrian-only signals. On the southern end of Via Marina, we recommend implementing crossings with pedestrian-actuated rectangular rapid flashing beacons (RRFBs)



and high-visibility crosswalk striping, similar to the design concept illustrated in Figure 25. Figure 25 also provides a photograph of a pedestrian signal that could be implemented at additional crossings on Admiralty Way. However, we recommend implementing high-visibility crosswalk striping in addition to this treatment.

The implementation of new crossings should be evaluated as development and changes in circulation patterns occur in the Marina. New midblock pedestrian crossings on Admiralty Way and Via Marina should be based on the County's criteria, which includes the number of pedestrians crossing and the adjacent land uses that generate the pedestrian demand.

**Figure 25 – Recommended Pedestrian Crossing Treatment Examples**

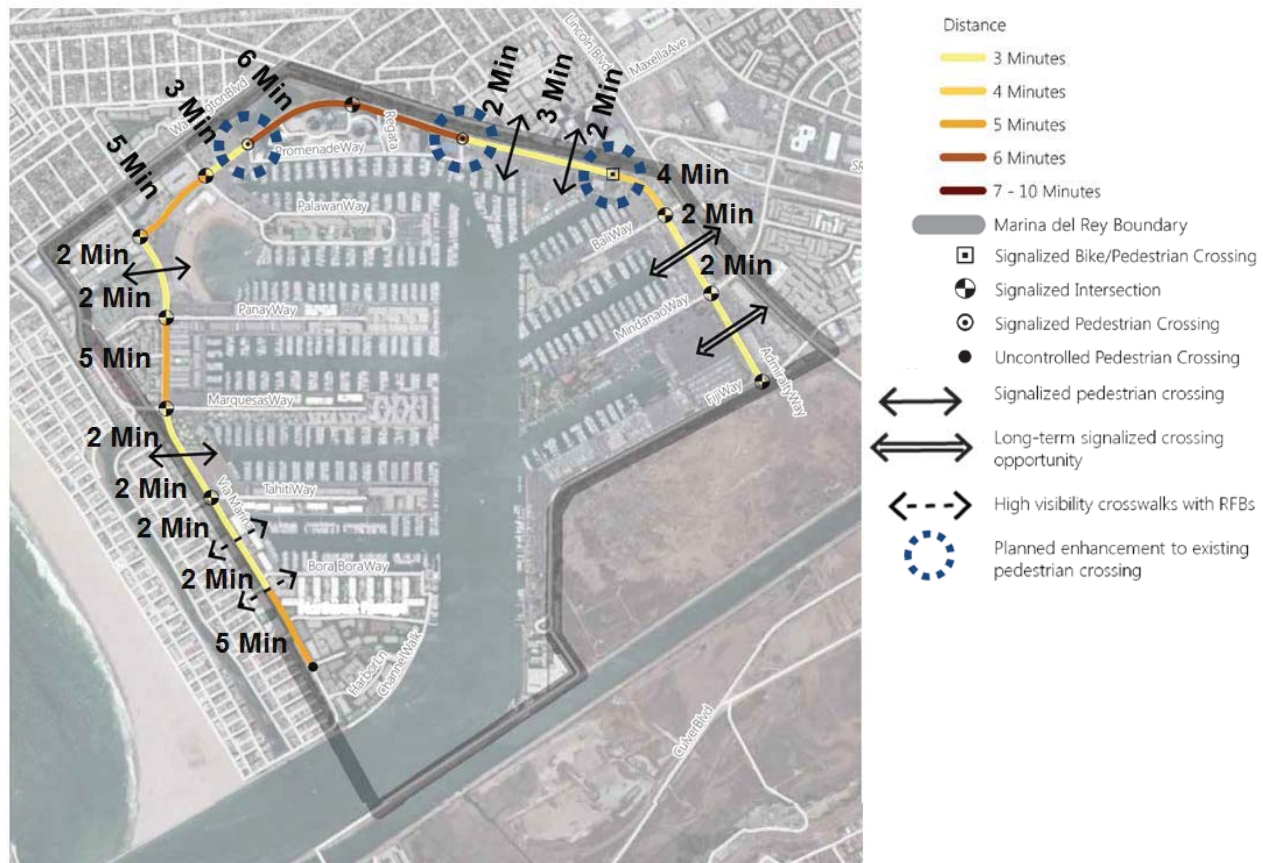






Figure 26 illustrates recommended locations for additional enhanced pedestrian crossings, and the walk times between those crossings, which represent a substantial reduction in walk time between crossings compared with the existing times illustrated in Figure 7 above.

**Figure 26 – Recommended Locations for Additional Protected Pedestrian Crossings**

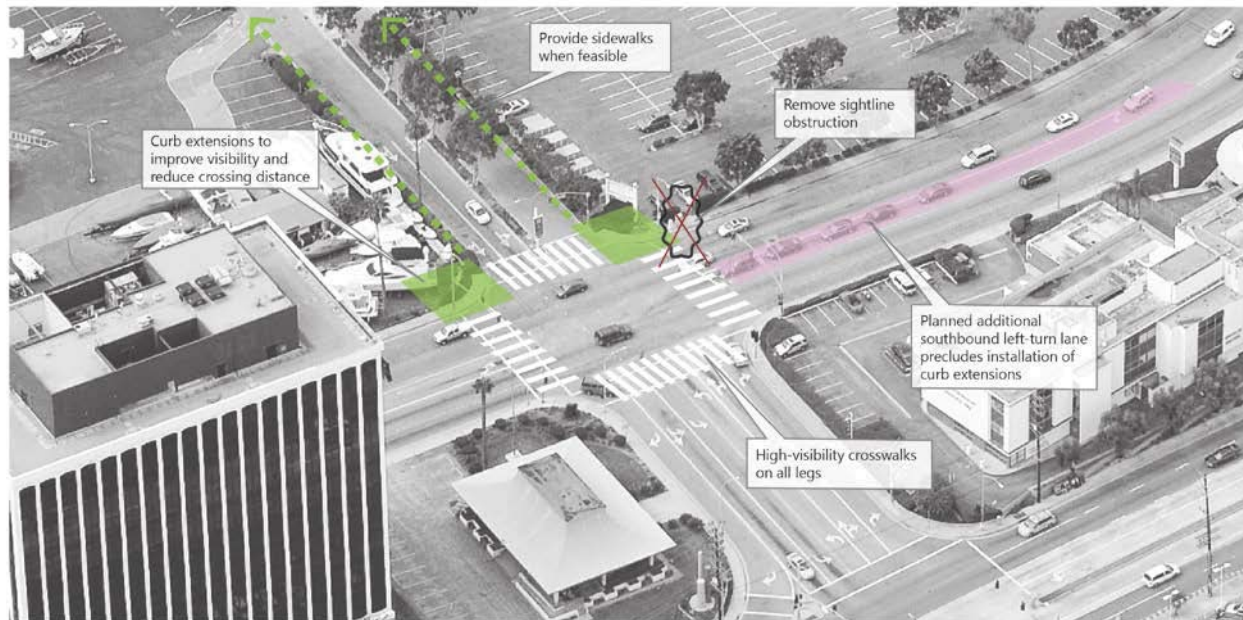


#### Enhancements to Existing Crossings

Beyond more frequent crossings, existing crossings in Marina del Rey could be enhanced to improve pedestrian safety and comfort. Potential enhancements to existing intersection crossings include reducing crossing distances by constructing curb extensions, narrowing travel and turn lanes to a maximum of 10 feet to 12 feet to facilitate curb extensions and/or sidewalk widening, removal of line-of-sight and other obstructions in sidewalks, especially at the approach to intersections, and the installation of high-visibility crosswalks on all legs of signalized intersections. Figure 27 illustrates these potential enhancements for the existing crossings at the intersection of Admiralty Way and Bali Way.



**Figure 27 – Pedestrian Enhancements for Existing Crossings at Admiralty Way & Bali Way**



### Sidewalk Improvements

The sidewalks in Marina del Rey are generally very narrow, and are further impacted by barriers such as utility boxes, lighting standards, traffic signal poles, etc. We anticipate that Gruen Associates will be preparing street design standards and cross-sections for the roadways in Marina del Rey that will detail specific recommendations for street trees, street furnishings, etc. However, at a minimum, we recommend that Los Angeles County's minimum sidewalk standard of 8 feet be implemented throughout the Marina. Preferably, all sidewalks in the Marina would be a minimum of 10 feet wide. With parcel redevelopment, we recommend that this sidewalk minimum be required on all the perimeters streets adjacent to the redevelopment.

### Mole Roads

The existing mole roads on the west side of the Marina provide a unique challenge for pedestrian mobility. Because the developments on the moles provide some level of waterfront promenade, the developments on Panay Way, Marquesas Way, and Tahiti Way generally do not provide sidewalks, so any pedestrians entering the developments from these mole roads must walk in the street. There is sufficient roadway width to provide dedicated pedestrian space and one vehicular travel lane in each direction on these roads; however, the Fire Department typically requires a 20-foot-wide clear zone so that vehicles can pass in an emergency, and installing a sidewalk on the mole roads would drop the clear zone below that minimum width. Mole roads, therefore, must remain a shared space. However, to differentiate the pedestrian space to improve safety and pedestrian comfort, we recommend implementing paving treatments in combination with striping treatments, as illustrated in Figure 28, to differentiate the pedestrian space from the shared vehicle/bicycle space.



**Figure 28 – Mole Road Shared Space Pedestrian Enhancement**



The differentiated paving in the pedestrian space could be partially raised with a rolled curb that could be mounted by fire trucks for a further enhancement.

#### Waterfront Promenade

The waterfront promenade is an important component of the pedestrian mobility network, and in locations where it is wider, can also serve bicycle mobility as well through the Marina. Conditions along the promenade vary widely, with several gaps in the network. Additionally, 65 percent of the promenade is 10 feet wide or less, making it narrow to serve as a multi-use path for both pedestrians and bicyclists, and in some of the narrowest sections, difficult to use even as a pedestrian. We recommend focusing on gap closure, and the portions of the promenade that are 10 feet wide or less to evaluate the feasibility of widening these sections of the promenade with redevelopment or other means. In addition to the sections of the promenade that are illustrated in green and red (10 feet wide or less), Figure 29 indicates key focus areas for gap closure and promenade widening to serve major Marina destinations. The promenade section from Marina Beach to the library is an especially important section to upgrade, because as described below, designing it as a multi-use promenade to serve both pedestrians and cyclists is likely to be the most feasible option to provide a bike linkage from the east side of the Marina to the west. Given space constraints, and the engineering and potential approval challenges of a cantilevered multi-use promenade along this constrained section, achieving the desired cross-section for the multi-use path may require the redevelopment of some of the parcels along the north side of Marina del Rey.

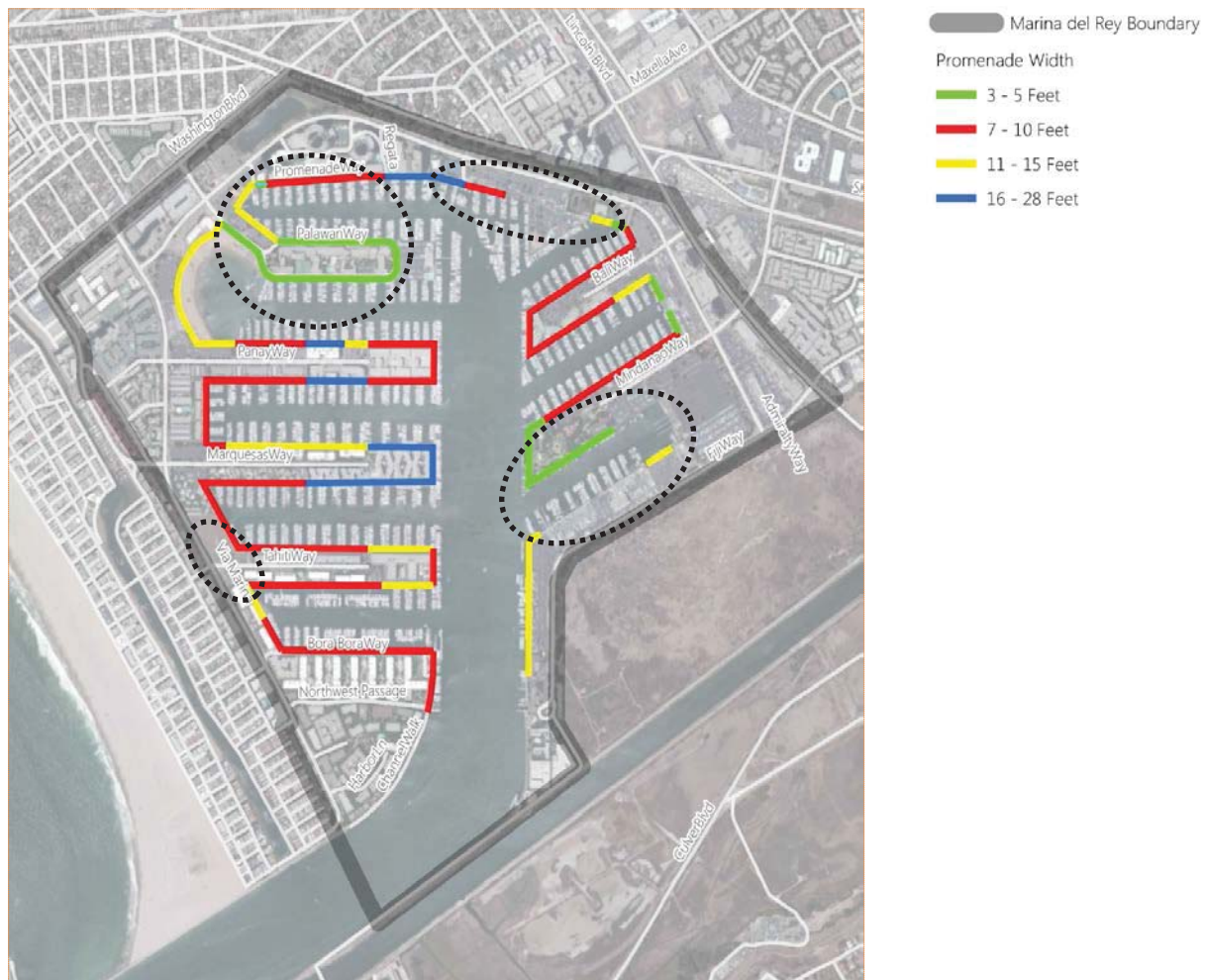
To safely allow for use of the promenade by both cyclists and pedestrians, we recommend that design standards be implemented. Any sections of the promenade that will be shared by both cyclists and





pedestrians should provide a minimum of 14 to 18 feet clear of benches, landscaping, and other furnishings. In shared spaces, the promenade should be treated with textured paving to help convey to cyclists that it is a shared space to be used by pedestrians and cyclists alike. In sections of the promenade that provide 20 feet or more clear space, a separate two-way striped bike path should be considered, minimum 10 feet wide, with a striped center line and striped edge-lines. The striped bike path portion should have at a minimum a 4-foot setback from any developments with access to the promenade. Figure 30 illustrates these recommendations.

**Figure 29 – Pedestrian Promenade Recommended Focus Areas**





**Figure 30 – Recommended Waterfront Promenade Treatments**







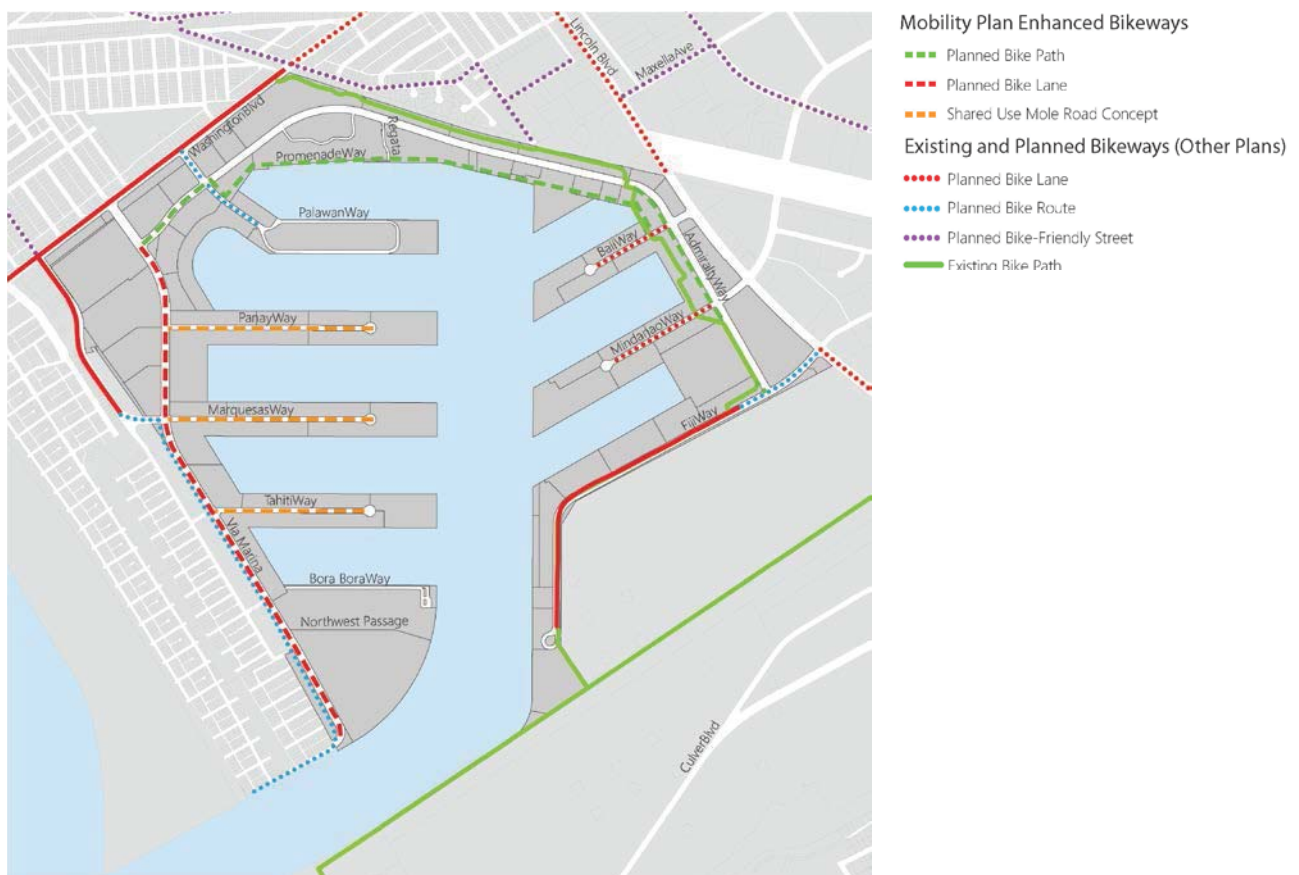
## Bicycle

Based on the gaps in the bicycle network identified above, and the locations where bicycles conflict with other modes, we recommend carrying forward the proposed bicycle facilities in Los Angeles County's *Bicycle Master Plan*, with the additional enhancements described below.

Figure 31 illustrates the existing and recommended bicycle network, inclusive of planned bicycle facilities, and the proposed enhancements (lines with longer dashes) we recommend to be implemented in the context of the Mobility Plan. The network includes bike lanes on Via Marina, bike-friendly streets on several of the western mole roads, a multi-use promenade to provide bike and pedestrian connections from the west to the east side of the Marina, improvements to the Marvin Braude bike path on the east side of the Marina, and bike lanes on the eastern mole roads. The recommended network would provide bicycle facilities to link all key destinations in the Marina, serve both water and landside transit service, and link to Mobility Hubs.

As part of LADOT's *Westside Mobility Plan*, the widening of the Ballona Creek Bridge on Lincoln Boulevard is proposed to accommodate potential future bus rapid transit or light rail service, as well as a cycle track and sidewalks. Cyclists from the Marina could safely bike to Playa Vista via Fiji Way, and connect with the existing bike lanes on Lincoln Boulevard in the City of Los Angeles.

**Figure 31 – Recommended Bicycle Network**

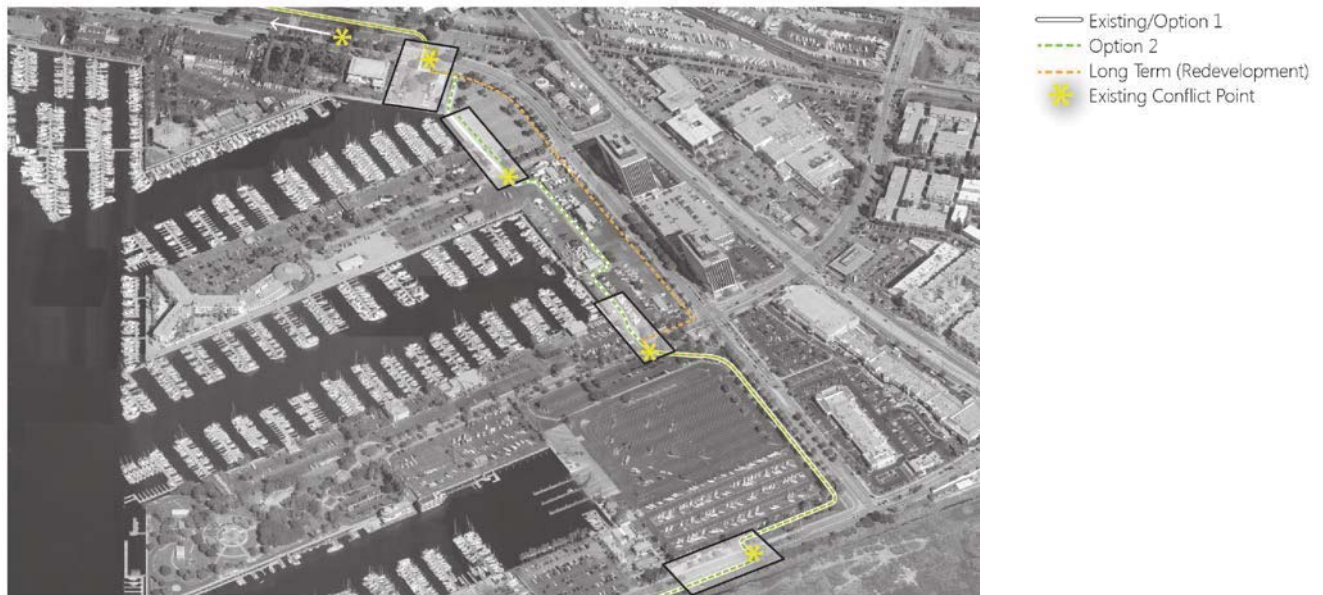




### Recommended Bicycle Network Enhancements

Figure 32 provides a detailed aerial map of recommended bicycle network enhancements on the east side of the Marina, and illustrates the locations where we have proposed bicycle enhancement design recommendations.

**Figure 32 – East Marina Bicycle Enhancements Aerial Map**



Figures 33 through 38 provide a series of design recommendations and options to enhance bicycle facilities on the east side of the Marina<sup>1</sup>.

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<sup>1</sup> Please note that the bicycle improvement concepts presented in this report are for illustrative purposes only. Prior to implementation, detailed design drawings prepared by a registered engineer should be developed, reviewed and approved by the County.



Figure 33 illustrates design recommendations to improve the bike facilities on Fiji Way and provide for an enhanced transition from the Fiji Way buffered bike lane to the Marvin Braude Bike Path.

**Figure 33 – Recommended Fiji Way Bicycle Enhancements**

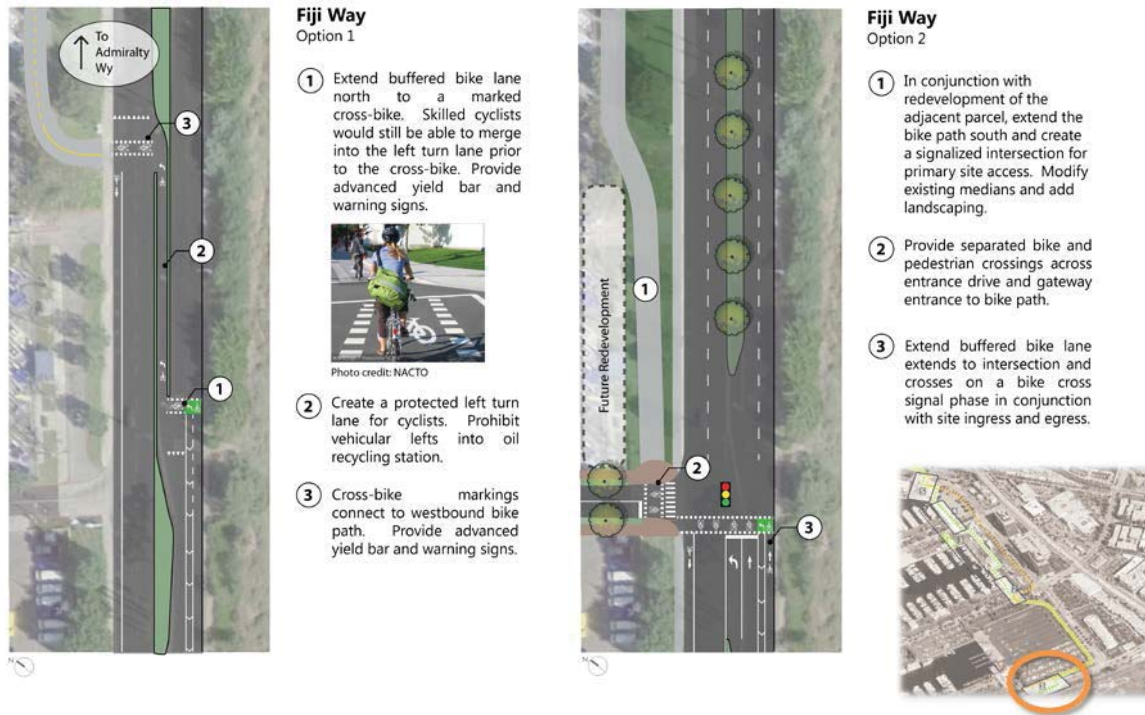




Figure 34 illustrates design options to improve the bike path's crossing of Mindanao Way. It should be noted that the proposed redevelopment of Parcel 44 may influence and/or preclude some of the design recommendations below. Since we developed these recommendations before the Parcel 44 site plan was released and since Parcel 44 is not yet an approved project, the improvement options below are still presented as part of the Mobility Plan. The improvement options can be modified to reflect the travel characteristics of Parcel 44 with new development, as needed.

**Figure 34 – Mindanao Way Bicycle Crossing Enhancement Options**

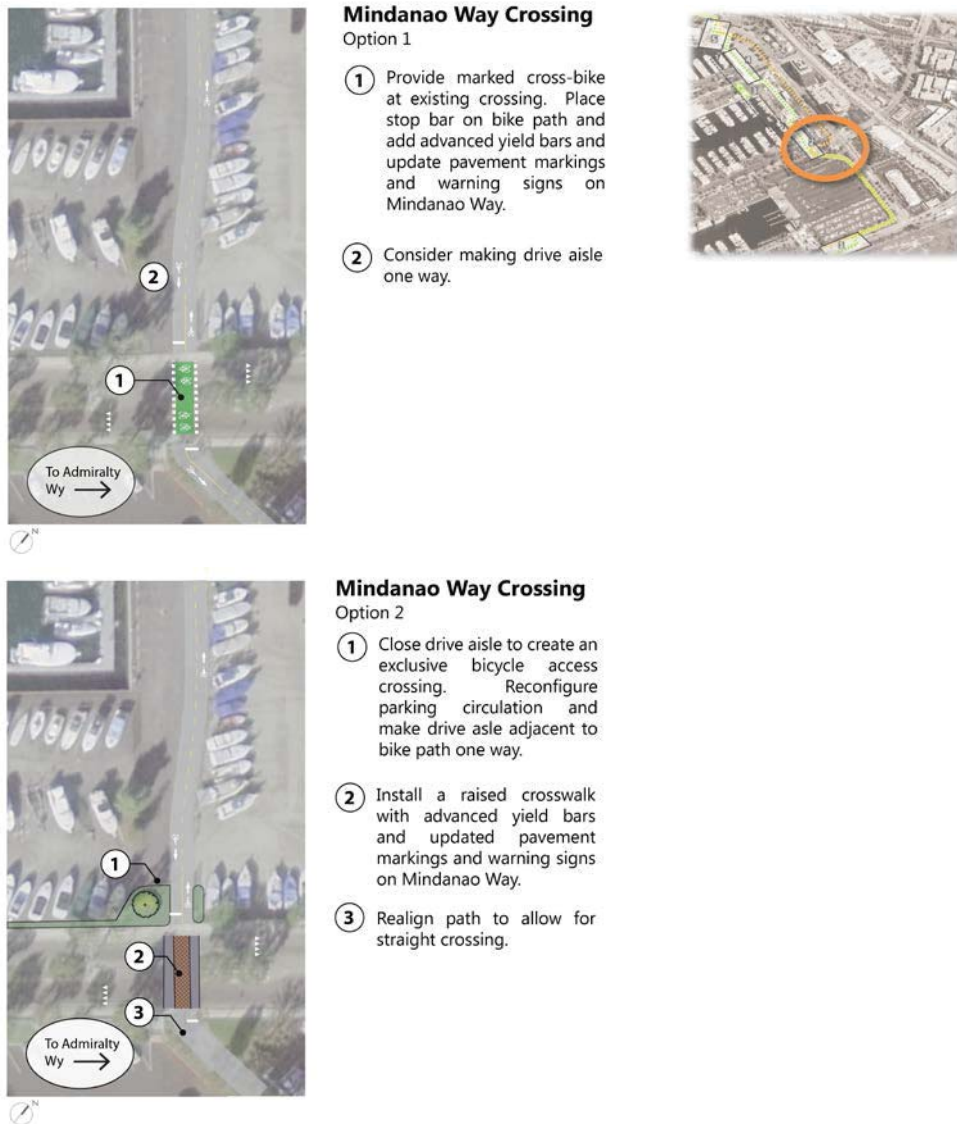
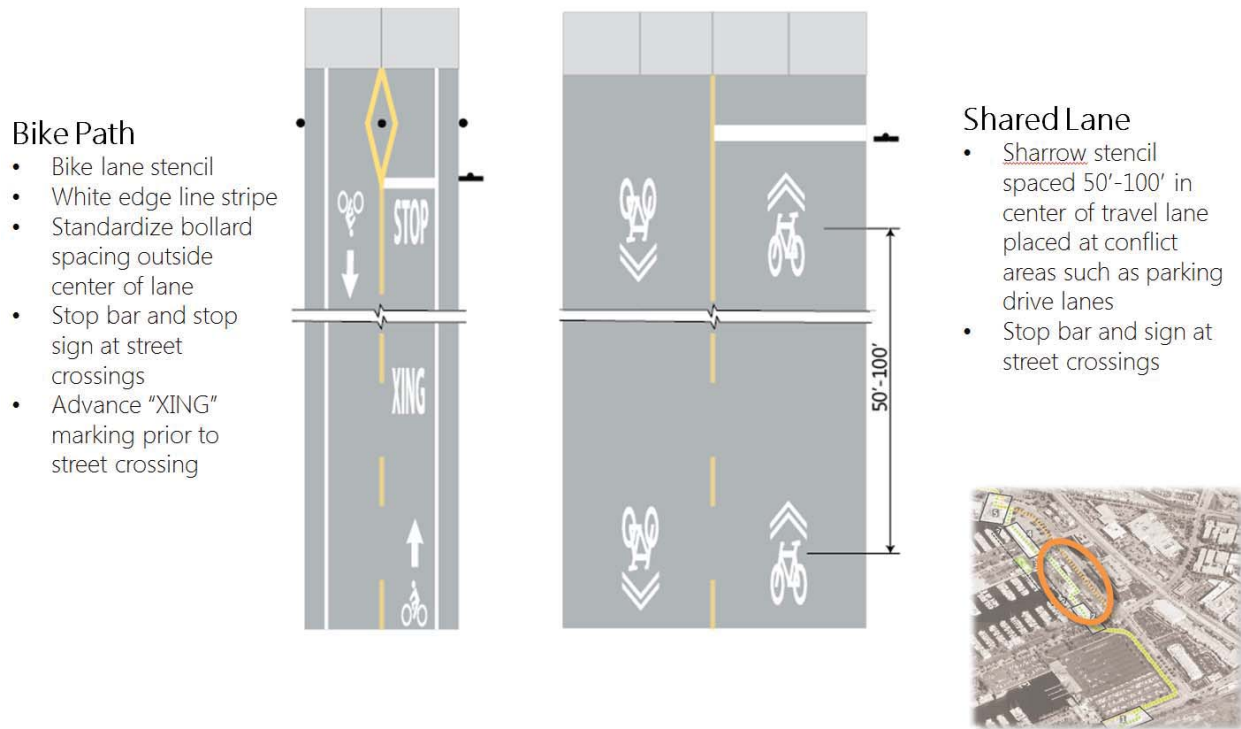






Figure 35 illustrates two near-term striping treatment options for the Marvin Braude Bike Path as it travels through Parcel 44. This section of the bike path actually functions as a shared lane bike route because the path runs through the drive aisle of the parking lot vehicles use to circulate into and through the parking lot.

**Figure 35 – Parcel 44 Bicycle Enhancements.**



In the long term, we recommend preserving right-of-way to facilitate slower bicycle travel along a multi-use waterfront promenade, and a dedicated bicycle side path adjacent to Admiralty Way. These could be accomplished by providing a bicycle path immediately adjacent to Admiralty Way and designating a portion of the promenade path for bicyclists with textured pavement along with striping and signing treatments. The Admiralty Way path would connect the existing bicycle crossing on Admiralty (at the Library) to the path that currently runs along Admiralty Way between Mindanao Way and Fiji Way. This parallel path would help to decrease the number of bicyclists utilizing the promenade path, which could be desirable as pedestrian activity increases with redevelopment. The currently-proposed redevelopment project on Parcel 44 does not provide adequate right-of-way between Admiralty Way and the parking lot to provide this parallel path. In addition, the project driveway on Admiralty Way is not conducive to a bicycle crossing. Therefore, if the Parcel 44 site plan remains as proposed, the Admiralty Way bicycle path would no longer be an option to accommodate future bicycle circulation in the Marina. The promenade path would need to serve all bicyclists traveling through the Marina.



Figure 36 illustrates design recommendations for the bike crossing of Bali Way, and the treatment of the bike path through the parking lot of Parcel UR. As with Parcel 44, the bike path operates as a shared lane route in this section.

**Figure 36 – Bali Way Crossing and Parcel UR Bicycle Enhancements**

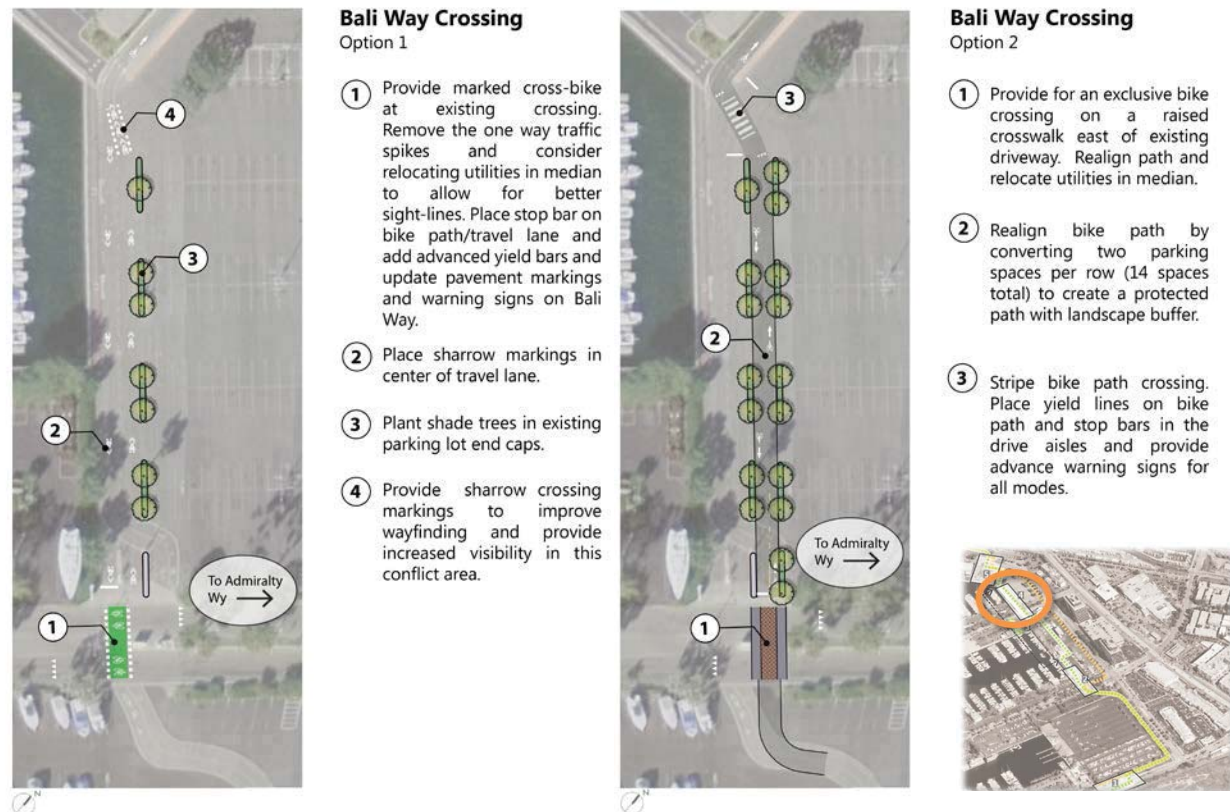
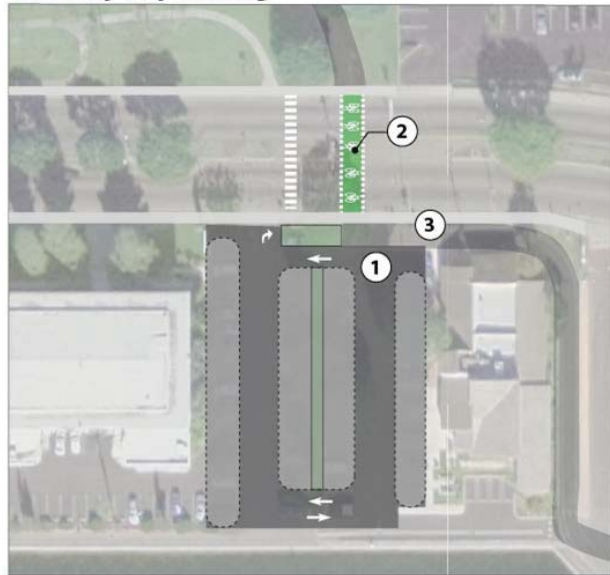




Figure 37 illustrates design recommendations for the bike crossing of Admiralty Way between Yvonne B. Burke Park and the library, as well as treatments for the library parking lot to minimize conflicts between bikes on the path and motorists using the parking lot.

**Figure 37 – Admiralty Way Crossing Bicycle Enhancements**

**Admiralty Way Crossing**

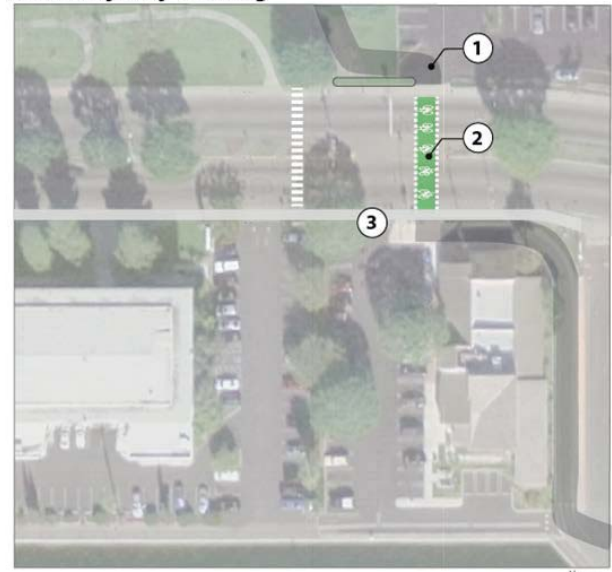


**Option 1**

- ① Consolidate ingress/egress of adjacent parking lots in order to remove bike and vehicle conflicts at the bicycle crossing.
- ② Stripe high-visibility crosswalk and provide separated marked cross-bike. Maintain existing bike/pedestrian crossing signal.
- ③ Improve wayfinding for bicycles and pedestrians through signs, pavement materials and pavement markings.



**Admiralty Way Crossing**



**Option 2**

- ① Realign bike path to use adjacent medical facility parking drive (currently fenced off). Option does not remove any existing private parking spaces. Consider relocating signal boxes in front of library to minimize obstructions adjacent to the bike path.
- ② Stripe high-visibility crosswalk and provide marked cross-bike. Relocate existing bike/pedestrian crossing signal push button.
- ③ Improve wayfinding for bicycles and pedestrians through signs, pavement materials and pavement markings.





Figure 38 illustrates design recommendations to improve the wayfinding and visibility of the gateway to the Marvin Braude Bike Path where it meets Washington Boulevard.

**Figure 38 – Washington Boulevard Gateway Enhancements**

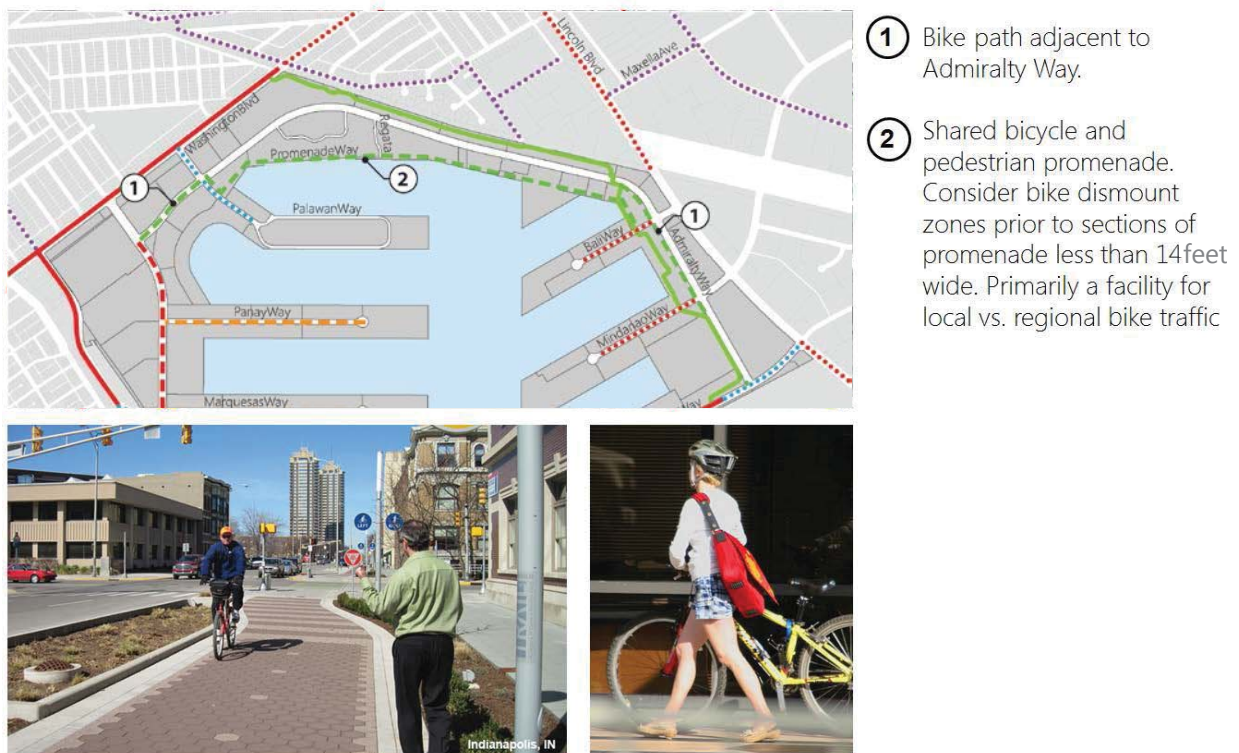


- ① Create a gateway parklet by installing a gateway entrance feature, trail amenities and landscaping. Trail parklet could incorporate amenities such as benches, lighting, drinking fountain, and outdoor fitness equipment.
- ② Clarify pavement markings on path to reinforce wayfinding and use patterns. Markings should reflect multi-use path through this section.
- ③ Provide advanced wayfinding signs prior to intersection to help cyclists position themselves at the crossing.



Figure 39 illustrates two potential concepts to create a bike link from the on-street bike lanes we recommend for Via Marina, to the Marvin Braude Bike Path on the east side of the Marina. Because implementing bike lanes on Admiralty Way would require the removal of a travel lane or median, we do not consider it feasible given the traffic volumes on that portion of the roadway. Thus, we recommend accommodating the bike connection via a multi-use promenade shared by both cyclists and pedestrians. Over time, as parcels redevelop, we recommend implementing a bicycle side path adjacent to Admiralty Way to accommodate this connection.

**Figure 39 - East-West Bicycle Connection Recommendations**



On Via Marina, we recommend implementing on-street bike lanes, given that traffic volumes are lower than on Admiralty Way, as illustrated in Figures 16 and 17. South of Marquesas Way, Via Marina provides two vehicle travel lanes in each direction. East of Via Marina, Admiralty Way provides two vehicle travel lanes in each direction, and yet north of Marquesas Way, Via Marina provides three vehicle travel lanes in each direction. Because traffic volumes can be accommodated with two lanes in each direction in this section, we recommend eliminating one vehicle travel lane in each direction to provide for a consistent cross-section for the full length of Via Marina. This roadway striping change provides the opportunity to implement a buffered bike lane, or as an alternative, a standard bike lane and a wider sidewalk, as illustrated in Figure 40. South of Marquesas Way, we recommend implementing bike lanes, which can be accommodated in the existing roadway cross-section while maintaining two vehicle travel lanes in each direction. Given the roadway width south of Marquesas Way, a buffered bike lane can only be accommodated on the east side of the street. Alternatively (not illustrated), the sidewalk on the east side of the street could be widened, and the buffer for the bike lane could be reduced.

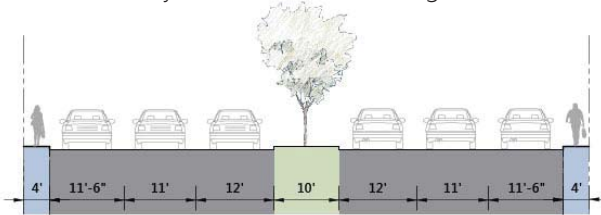


**Figure 40 - Via Marina Recommended Bicycle Enhancements**

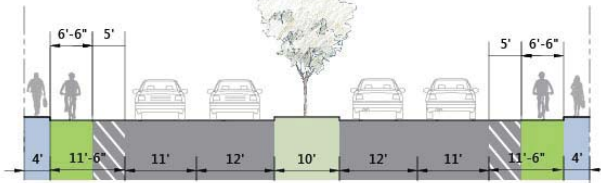
Via Marina

North of Marquesas Way

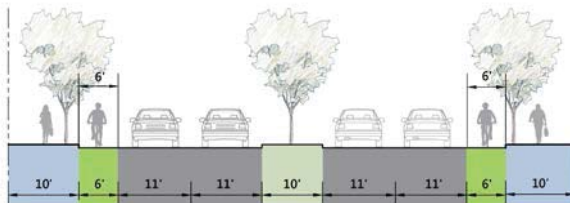
79' Roadway Curb to Curb – Existing



79' Roadway Curb to Curb – Buffered Bike Lane



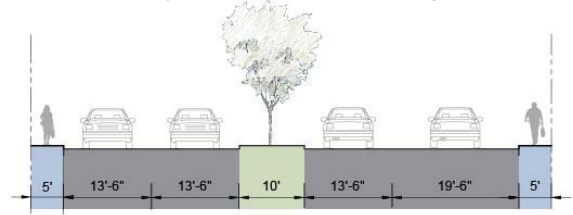
66' Roadway Curb to Curb – Wider Sidewalk & Bike Lane



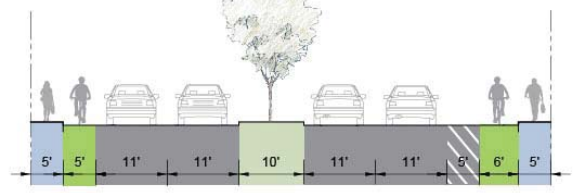
Via Marina

South of Marquesas Way

70' Roadway Curb to Curb – Existing



70' Roadway Curb to Curb – Buffered Bike Lane, One Side



### Bicycle Parking

As described, bike parking should be provided at all Mobility Hubs to meet bike parking demand. We recommend providing at a minimum one bike corral the size of one standard motor vehicle parking stall at each Mobility Hub, with room to increase the bike parking available to meet demand. At other visitor and commercial destinations and at residential developments in the Marina, we recommend providing bike parking in as many locations as possible.

The City of Los Angeles recently adopted a bicycle parking ordinance that requires minimum bike parking standards with new development. We recommend that similar bike parking standards be adopted for Marina del Rey to ensure that adequate bike parking is provided throughout the Marina for both visitors and residents.



The City's ordinance includes minimum short-term and long-term bike parking space standards for a given unit of a designated land use. The ordinance defined short-term bike parking as bike racks that support the bike frame in two locations (racks that support the bike frame in only one location are not permissible). Long-term bike parking is defined as parking that is secured from the general public, and is enclosed on all sides to protect the bike from inclement weather. Examples include bike lockers, bike rooms, etc. The following table details the City's required bike parking space minimums for select uses.

Use	Short-Term Bike Parking Space Minimums	Long-Term Bike Parking Space Minimums
Residential	1 per 10 DU	1 per DU
Hotel	1 per 20 guest rooms (minimum of 2 spaces)	1 per 20 guest rooms (minimum of 2 spaces)
Retail	1 per 2,000 SF (minimum 2 spaces)	1 per 2,000 SF (minimum 2 spaces)
Restaurants	1 per 2,000 SF (minimum 2 spaces)	1 per 2,000 SF (minimum 2 spaces)
Office	1 per 10,000 SF (minimum 2 spaces)	1 per 5,000 SF (minimum 2 spaces)

DU = dwelling unit

SF = square feet

## ***Vehicles***

### Roadway Capacity

As described, some of the traffic congestion in the Marina is caused by peak period regional cut-through traffic as a bypass to congestion on Lincoln Boulevard and limited north-south roadway connectivity on the Westside. Increasing roadway capacity in the Marina and improving traffic flow may encourage additional cut-through traffic (unless traffic congestion on Lincoln Boulevard improves significantly in the future). Therefore, we do not recommend implementing additional roadway capacity enhancements, unless updated traffic monitoring indicates that they are necessary, because the short-term benefits could be outweighed by additional regional cut-through traffic.

The County has several traffic capacity projects planned to serve traffic from future projects in the development pipeline. We recommend that roadway capacity projects only be pursued if they are considered to be vital to the operations of the roadway network in the Marina and enhance the transportation network for all users of the system. Because conservative traffic forecasts from prior studies have not been realized in the Marina (traffic volumes have been substantially lower than forecast), we recommend monitoring traffic conditions and implementing projects as needed based on documented traffic volumes, rather than on future traffic forecasts. If the level of development that occurs does not meet the level expected in recent traffic studies, further roadway capacity enhancements may no longer be necessary.





### Vehicle Access

As described, vehicle access to many of the public parking facilities are confusing and poorly marked. Especially as the Marina moves to implement a Park Once system, clear wayfinding to parking access locations and well-marked driveways are important to facilitate direct vehicle access. Additionally, designing driveways at 90-degree angles to roadways, rather than designed as a loop or hook, minimize the impacts to sidewalks and pedestrian and bicycle circulation. We generally recommend that deceleration lanes and dedicated right-turn lanes into developments not be provided because of the impacts to pedestrian and bicycle networks, since Via Marina and Admiralty Way both have two lanes in each direction.

### Electric Vehicles

Neighborhood electric vehicles (NEVs) may be an attractive mobility option for residents of Marina del Rey. They are much more compact than traditional cars (but are larger than typical golf carts); they can travel at 25 miles per hour, and can cover up to about 30 miles before needing to be recharged. Charging stations that can serve NEVs or other electric vehicles should be considered for Mobility Hubs and other primary destinations in the Marina, such as the Waterside Shopping Center.



### **Boaters**

As described, we recommend that dinghy docks with clear water-side wayfinding signage be installed at Mobility Hubs, to the extent feasible, to provide opportunities for boaters to use small personal watercraft to travel in the Marina. In particular, dinghy docks should be installed adjacent to clusters of restaurants, shopping areas, and other visitor-serving uses so Marina residents can choose to use their own boats to travel across the Marina.

One of the challenges of boat launches is dealing with conflicts with pedestrians and bicyclists that may cross in front of the boat launch. If the boat launch remains in Parcel 49R or is shifted elsewhere in the Marina, the pedestrian and bicycle promenade should ideally be routed so it provides separation between the launch ramp and areas of pedestrian and bicycle activity, and boaters can have a clear and conflict-free path to the launch ramp.

Boaters have unique parking needs compared with other visitors to the Marina. They require larger parking stalls to accommodate trucks and vehicles with trailers. They need close proximity to slips or a direct pathway for carts to transport equipment from their vehicles to their boats. Some boaters may go on extended trips and require secured overnight parking for their vehicles. Access to shower facilities and



equipment wash areas is also important. For these reasons, we recommend providing boater parking in dedicated fully-reserved areas with key card access controls to ensure that parking facilities are used only by boaters. During certain special events, or in the evenings when fewer boaters are parked, the boater parking areas could be used for valet parking or other overflow parking needs as determined by the parking operators.

Small-craft boaters launch primarily from Marina Beach. Maintaining trailer and equipment drop-off access along Panay Way, with convenient day-use boater parking is critical for these boaters. Adding to the small-craft storage capacity in this location is also recommended.

## **PLAN IMPLEMENTATION**

The following details implementation recommendations for the mobility enhancements described above.

### ***Mobility Hubs***

1. Prepare a design for the Mobility Hub that is ideally modular in nature, such that the design can be easily implemented in other locations in the Marina, and can easily be expanded over time as demand dictates.
2. Construct Mobility Hubs in tandem with pedestrian, bicycle, transit, and wayfinding improvements. Consider funding Mobility Hub construction costs through developer fees, or as transportation mitigation measures when implemented with a development project.
3. Expand the number of Mobility Hubs in tandem with pedestrian, bicycle, transit, and wayfinding improvements in other locations in the Marina.
4. Reserve a location adjacent to Marina Beach for the Marina's first Mobility Hub, either as part of a near-term proposed redevelopment or in one of the existing surface lots.

### ***Park Once***

1. Designate several Park Once districts in the Marina where parking can be shared to serve the parking needs of the given district.
2. Conduct a comprehensive parking inventory and occupancy study of all existing parking spaces in Marina del Rey, including both public and private spaces. Understanding the extent and usage of all existing parking resources is a key first step. In order to efficiently and effectively manage parking operations, it is important to identify how many parking spaces exist overall, which spaces are over- or underutilized and when, and then identify which spaces could be more effectively used if properly shared.
3. When funding permits, implement continuous monitoring of parking occupancy in order to be able to track usage of the existing parking supply by hour of the day, day of the week, and season. Implementing regular monitoring also allows the County to assess the effectiveness of transportation demand management programs in reducing parking demand, and allows the tracking of trends to help determine if and when new parking may be needed in the future.





Initially, conducting regular manual counts (e.g., using current parking operations staff) may be sufficient. Eventually, parking occupancy could be tracked using sensors at lot entries and exits.

4. As existing leases come up for renewal and as reuse or redevelopment of existing parcels is considered, aim to bring both existing and any additional parking supply into the shared, available-to-the-public pool of parking. The primary exception to this policy may be residential parking. However, residential parking may have visitor parking spaces that can be shared or excess supply that can be shared, and such sharing should be encouraged if not required. (Partial sharing of a parking supply generally involves limiting access to a secure, gated parking facility to a limited group of regular users, such as residents, and a limited number of regular parkers, such as employees, who typically lease parking at a monthly rate.)
5. Consider charging higher parking rates for the most convenient, premium lots, and lower rates for less-convenient and currently-underused lots to help balance parking supply and demand throughout the system. This pricing principle does not need to be applicable to lots that directly service Marina Beach or other sensitive coastal areas, due to their importance in supporting coastal access.
6. Consider a variety of institutional approaches to creating shared parking, which may vary depending on the specifics of any particular lease renewal, parcel reuse or redevelopment project. A Park Once approach may be used whether a particular parking facility is publicly-owned and operated or privately-owned and operated. The important principle to strive for is to operate as many parking facilities as possible in a manner which results in the spaces being available to the public and operated as a part of a commonly-shared pool.
7. Plan for additional parking when needed. In the long-term, once all feasible opportunities for efficiently sharing existing parking resources have been implemented, and once all cost-effective opportunities for transportation demand management have been adopted, additional parking may be needed. To ensure that this can be provided, the Marina should reserve well-located sites for potential future parking structures, institute a regular program for monitoring parking supply and demand, and ensure that parking fees are adequate to fund the construction of future parking structures when needed.
8. Provide dedicated parking facilities for boaters given their unique needs. To minimize conflicts with other modes and ensure convenience for boaters, provide key-card access-controlled parking facilities to ensure that dedicated boater-parking facilities are only used by boaters.

## ***Transit***

### Beach Shuttle

1. Improve transit stops with more visible signage, wayfinding elements, and stop amenities as funding allows.
2. Reevaluate beach shuttle schedules and stop locations to ensure convenient transfers between other public transit service and the WaterBus. As Mobility Hubs are implemented, relocate shuttle stops as needed to ensure they are located as close as possible to Mobility Hubs. Evaluate beach



shuttle stop locations in terms of how well they serve bus stops in the Marina. Revise stop locations to better serve public parking lots with improved wayfinding signage.

3. Evaluate financial feasibility of improving the service frequency of the shuttle to achieve 15 minute frequency standards. Consider using parking revenue and/or development fees to help fund the service improvements.

#### WaterBus

1. Evaluate WaterBus stop locations to determine if stops can be located with more convenient transfers to beach shuttle and other surface transit stops.
2. Improve the wayfinding and identity elements for WaterBus stops.
3. Evaluate the financial feasibility of improving service frequency to operate on a set schedule service, ideally with both clockwise and counterclockwise service. Consider using parking revenue and/or an assessment on area hotels and visitor-oriented businesses to help fund the service improvements.
4. If operating on scheduled service is not determined to be financially feasible, improve the customer convenience of the WaterBus as a water taxi service by using phone and/or smart phone apps to reserve trips.

#### ***Pedestrian***

1. Implement pedestrian improvements including wider sidewalks, improved crossings, mole road treatments, waterfront promenade extension and improvements with all new development projects, and as leases are renewed in the Marina.
2. As funding is available, implement near-term pedestrian improvements with particular focus on installing additional protected pedestrian crossings, retrofitting all pedestrian crossings with high visibility crosswalks, and widening sidewalks.
3. Reevaluate planned traffic capacity enhancements and consider repurposing or redesigning those projects towards pedestrian improvements instead.

#### ***Bicycle***

1. Implement near-term capital improvement projects for the Marvin Braude bike path on the east side of the Marina to address conflict locations and bike crossings.
2. With redevelopment, implement a wider waterfront promenade that can serve as a multi-use path for cyclists and pedestrians. If feasible with redevelopment, implement an additional bicycle side path along Admiralty Way.
3. Restripe Via Marina to provide on-street bike lanes and two travel lanes in each direction as funding is available.



### ***Vehicles***

1. Conduct updated traffic counts to determine if traffic volumes in Marina del Rey have grown.
2. Evaluate projects in development pipeline to determine if planned roadway capacity improvements are needed to serve traffic. If development pipeline is less than anticipated in the 2010 traffic study, delay implementation of roadway capacity enhancements until such a time as traffic counts indicate the need for additional capacity.
3. With proposed redevelopment of surface parking lots evaluate parking lot/structure access to improve access design, as well as introduce vehicle wayfinding.
4. For parking lots that are likely to remain surface parking in the future, evaluate driveway access and wayfinding elements to determine if improvements are warranted.
5. Explore the interest of leasees in introducing electric vehicle charging stations in the Marina.

### ***Boaters***

1. Install additional dinghy docks with Mobility Hubs.
2. Incentivize visitor-serving uses on the water-front (such as restaurants) to fund the implementation of dinghy docks.
3. Evaluate pedestrian and bicycle circulation around the public boat launch area.
4. As boater parking facilities are relocated or redesigned, introduce additional amenities, such as secured parking, improved shower and changing facilities, etc.

**APPENDIX F**

**URBAN DESIGN**

**TECHNICAL MEMORANDUM**

**MARINA DEL REY VISIONING:**  
**Draft**  
Land Use & Urban Design Alternatives

January 8, 2014

FOR DISCUSSION PURPOSES ONLY





## Section 1: Introduction

The draft land use and urban design memorandum is the first step in preparing land use recommendations and builds upon case site visits to Marina del Rey (MDR), the Marina/Waterfront Case Studies and Design Narrative (Appendix A) by Gruen Associates, and the mobility study, community outreach, and the market analysis by others. This draft land use and urban design alternatives memorandum primarily focuses on the non-residential areas of Marina del Rey, as defined in the Marina del Rey Land Use Plan, consistent with the designated Marina del Rey Specific Plan land uses. Figure 1 shows the Marina del Rey study area.



**Figure 1: Marina del Rey study area**



*From groceries and a post office to dining and retail, Waterside, Marina del Rey offers one-stop shopping*



Development in the area often does not respond to the Waterfont Promenade



28-foot-wide promenade has been implemented in some locations



## Section 2: Current Conditions

### 2a. Development Zones and Existing Land Use

The Marina del Rey Land Use Plan established three development zones, as illustrated in Figure 2. The MDR Specific Plan is consistent with the land uses assigned under the Land Use Plan. Development Zone 1 is primarily residential; Zone 2 is the area around Marina Beach and includes hotels, commercial and some residential areas; Zone 3 includes primarily commercial, hotel and boating facilities plus Burton Chace Park.

- Currently, Marina del Rey has a mix of land uses, including open space, marine commercial, boat storage, retail, office, restaurants, hotel, public facilities, and residential within walking distance from each other and near Marina del Rey's greatest asset, the water. However, many of the land uses and architectural improvements appear dated. Older commercial uses, especially along Admiralty Way across from Yvonne Burke Park, tend to be isolated from nearby uses due to inadequate pedestrian and bicycle connectivity. There is a lack of entertainment uses, waterfront restaurants with outdoor seating, unique retail, night life, cultural facilities, and art, which could make this area more vibrant.
- Visitor-serving commercial uses with leases which expire within the next decade, as shown in Figure 3, are concentrated in the eastern portion of Marina del Rey providing opportunities for redevelopment. Fisherman's Village, a major visitor-serving commercial use with a lease nearing expiration, has excellent waterfront views; however, its location on Fiji Way, a long cul-de-sac at the southern boundary of the Marina, isolates this visitor-serving site from many pedestrians and motorists using the Marina.
- Boating slips and recreational open spaces are spread through the Marina, with boating-support uses, such as marine commercial, boat storage, and boat launching concentrated along Admiralty Way near Bali Way and along Fiji Way intermixed with commercial land uses.
- Recreational uses are primarily located at Burton Chase Park, Yvonne Burke Park, and Marina Beach. Marina Beach was identified by the community during the visioning process as an area needing improvements to the public realm and nearby existing development.

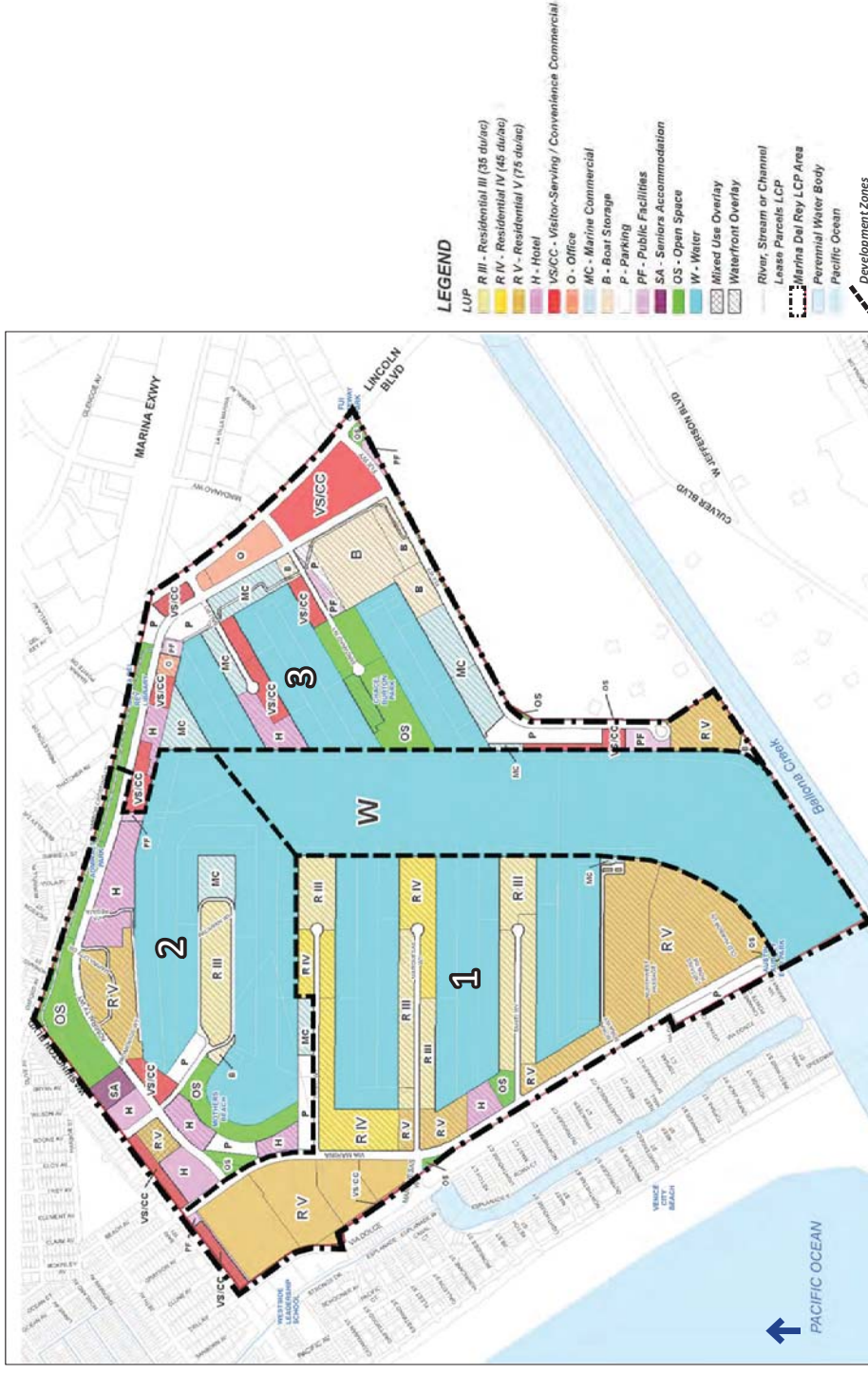


Figure 2: Marina del Rey Land Use Plan and Development Zones superimposed

source: County of Los Angeles

## 2b. Expiring Leases

A substantial portion of Marina del Rey has parcels with recent investments, explained in more detail in Section 2c, and recent lease extensions. As illustrated on Figure 3, expiring leases and lease extensions will affect a minimal number of parcels on the primarily residential western side of the harbor (Development Zone 1).

Several key commercial and boating-related properties surrounding Basins F, G and H on the eastern side of the harbor will have expiring leases (Development Zone 3), are adjacent to one another, and will therefore provide opportunities for redevelopment.

For the above reasons, this land use analysis primarily focuses on three non-residential areas or "focus areas", which have been identified as areas for potential land use changes within Development Zones 2 and 3. These include:

- Marina Beach Focus Area – the area generally bounded by Panay Way, Via Marina, Admiralty Way, and Promenade Way.
- Restaurant Row Focus Area – the area along Admiralty Way east of the Ritz-Carlton Hotel site to Bali Way
- Bali Way/Fiji Way Focus Area – the area along Admiralty Way south of Bali Way and along the north and west side of Fiji Way

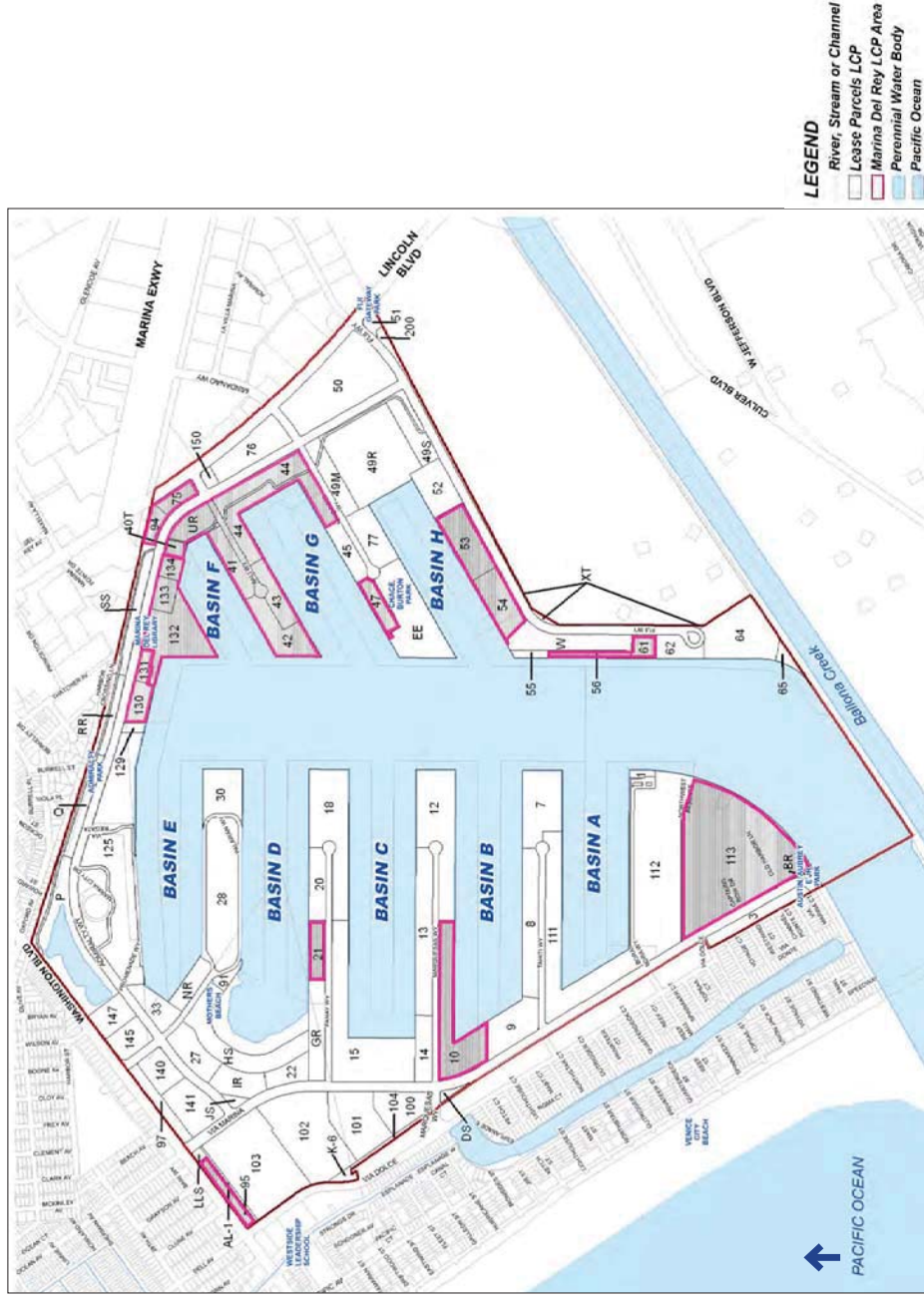


Figure 3: Expiring leases (from 2016 to 2028)

source: County of Los Angeles



## 2c. Intensity of Investments

Marina del Rey's western edge (Development Zone 1) has parcels with approved, pending and completed projects. These projects include much of the residential area and several key commercial properties and several hotel properties, making these uses unlikely to change in the near term. As illustrated on Figure 4 and listed

on Table 2c.1, the intensity of investment in the Marina is reflected by the extensive amount of redevelopment in the residential side as compared to the lack of such investment on the north and east sides of the Marina. Also, there are existing open spaces which are not likely to change.

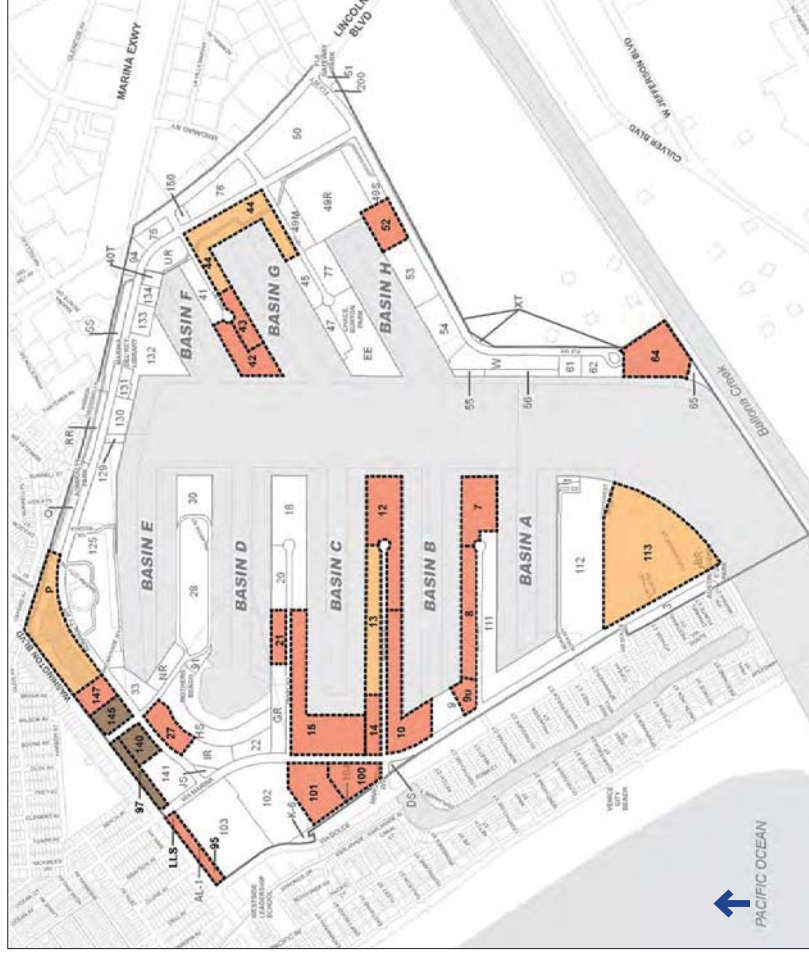


Figure 4: Marina del Rey Intensity of Investment

source: County of Los Angeles

Table 2c.1: Marina Investment Species to be Filed or Already Approved			
Project Name/No.	Description	Marina Parcel No.	Status
Marina del Rey Hotel Parcels 95/LLS Remodel Boat Central	Relabo of 160 room hotel	Parcels 42 and 43	Approved July 19, 2012
	Commercial strip remodel	Parcels 95 and LLS	Approved May 8, 2013
	345-space dry stack storage facility	Parcel 52	Approved by RPC April 24, 2013
Holiday Harbor	Development of a new commercial complex with 2,915 square feet of retail uses, 11,432 square feet of parking, 1,000 parking spaces, 144,000 square feet of waterfront public pedestrian promenade, a 447-space six-level parking structure and a public plaza. Monitoring until construction completed.	21	Approved by BOS 10/12/2011
Orcama Retirement Facility	Construction of a 114-unit senior facility, 3,500 square feet of retail space, and 92 public parking spaces.	147	Approved by BOS 6/12/2012
Public Wetland Park	Construction and maintenance of a 1.46 acre public wetland and upland park located on the southerly portion of Parcel 9U.	9U	Approved by CCC in December 2012
Neptune Marina	Demolition of a multi-family residential complex of 136 rental units and all appurtenant landside facilities (all site landscaping, hardscape and surface parking); development of a multi-family residential complex consisting of 100 units, 1,000 parking spaces, 1,000 square feet of waterfront public pedestrian promenade (minimum 60 feet in height, including all present rooftop structures) and landscaping, hardscape, garage parking, an exterior pool, a waterfront public pedestrian promenade and other site amenities and facilities on the subject parcel.	10	Approved by BOS May 15, 2012
Neptune Marina	Demolition of all existing landside improvements, including an existing public surface parking lot containing 202 parking spaces and appurtenant landscaping located on Parcel 14 and construction of one (1) 126-unit, maximum 55-foot-tall apartment building (containing a total of 19 affordable housing units) and landscaping, hardscape, garage parking, a waterfront public pedestrian promenade and other site amenities and appurtenant facilities on Parcel 14.	14	Approved by BOS May 15, 2012
Archstone Breakwater	Renovation of an existing 224-unit apartment complex. The proposed renovations will include improvements to the apartment interiors and improvements and upgrades to the exteriors of all four buildings.	64	Construction completed in 2013
Jamaica Bay Inn	Renovation and expansion of an existing hotel facility, restaurant, off-street parking, and existing pool, patio and landscape area. The total number of hotel rooms is proposed to increase from 42 rooms to 111 rooms. The total number of parking spaces is proposed to increase from 146 to 164 spaces. Conditional Use Permit to alcohol for on-site consumption.	27	Construction completed in 2010
Bay Club	Renovation of 205 apartment units, the public waterfront promenade, a club house, and an approval in concept for the replacement of the existing marina with a 207-slip marina which conforms to Americans with Disabilities Act and California Department of Boating and Waterways requirements.	8T	Approved plot plan 7/1/2012
Tahiti Marina	Rehabilitation of the three-story 149-unit existing apartment complex located in one building over a 40-month time period, beginning on or about the first quarter of 2011.	7	Approved plot plan 1/19/2012
Esprit I & II	Parcel 12 - Demolition of 120 residential units, construction of 437 units and 2,000-sq feet of visitor-serving commercial Parcel 15 - Demolition of 288 units and construction of 585 units and 8,000 square feet of visitor-serving commercial	12 and 15	Approved by BOS in 2000, phase I construction completed in 2004
Shores	Construction of 544 units	100 and 101	Construction completed in 2013
Oxford Basin	Oxford Basin restoration project	Parcel P	Application submitted, DPW processing MND.
Villa del Mar	198-unit rehab	Parcel 13	MND case, SCHC hearing occurred in January 2014
Pier 44	CDP, CUP, VAR, PKP - Commercial development, Trader Joes, West Marine	Parcel 44	EIR case - Preparing for NOP/Scoping Meeting, Held Scoping Meeting September 10, 2013.
Mariner's Village	Remodel of 981 units in 4 phases over 10 years	Parcel 113	EIR Case, scoping meeting occurred in December 2013
Marina Beach Shopping Center	Renovation of an approximately 25,000 square-foot shopping center and development of new corner parkette	Parcel 97	Completed in 2008
Admiralty Apartments	Development of 204 new apartment units with a 15-unit set aside for low-income residents	Parcel 140	Completed in 2007
Hilton Garden Inn	Renovation of the existing 132-room Marina International Hotel resulting in a reduction of the occupancy of the hotel from 132 to 125 rooms; and an increase in the square-footage of landscaped areas	Parcel 145	Completed in 2012

2d. Mobility

The figures below show current conditions for multiple modes of mobility: vehicular circulation, pedestrian circulation, bicycle circulation, water bus routes and stops, shuttle stops and transit stops.

- From the regional network, vehicular circulation into the Marina is from both Lincoln and Washington Boulevards, which are located along Marina del Rey's boundary with the City of Los Angeles. Route 90 intersects Lincoln Boulevard just north of Marina del Rey and provides access to the 405 Freeway. Bali Way, Mindanao Way and Fiji Way provide access to Marina del Rey from Lincoln Boulevard, and Via Marina and Palawan Way provide access from Washington Boulevard. Figure 5 illustrates the peak hour traffic volumes for the streets in the Marina.

- The existing and planned waterfront promenade will provide pedestrian access throughout the Marina in conjunction with sidewalks on major streets. Currently, the waterfront promenade is narrow in some locations, in poor condition in many locations, is lined with parking, has unattractive chainlink fencing, and in some locations is blocked by private or recreational development (Figure 6). The Marina del Rey Land Use Plan (LUP) and Specific Plan (SP) show existing and probable shoreline access. The LUP the SP and the draft Marina Walk Guidelines require an improved 28-foot wide waterfront promenade where property redevelops or is remodeled. Improvements made recently that follow the draft Marina Walk Guidelines provide a more attractive and useful

promenade that is shared with fire access. The 20-foot width for the promenade required by the Fire Department limits amenities to a 8-foot strip adjacent to the water. There are few pedestrian connections to the promenade from Admiralty Way, Via Marina, or properties not on the water. On Admiralty Way, there are long distances between pedestrian crossings and pedestrian sidewalks are narrow and next to the street with no buffer from the fast-moving traffic. Mole roadways have either no sidewalks or narrow sidewalks on one side.

- The Marina del Rey Mobility Plan studied the existing mobility, as illustrated in Figure 7, and showed transit ridership to be the highest along Lincoln Boulevard, east of the harbor. There is moderate ridership adjacent to Marina Beach and low ridership

- in the southwest residential portion of the harbor. Preliminary mobility concepts by Fehr & Peers recommend mobility hubs at major destinations in Marina del Rey as illustrated in Section 3. The Mobility Hub's purpose is to bring together mobility components in one location. A park-once facility shared by multiple users, bike-share stations and bike parking, car share, water bus stops, and shuttle and transit stops, are the primary components of a Mobility Hub.

For more detail, see the Marina del Rey Mobility Plan under separate cover.



Figure 5: Peak Hour Traffic Volumes of Marina Streets

source: Fehr & Peers



Figure 6: Waterfront Promenade Widths and Gaps

source: Fehr & Peers



Figure 7: Existing Mobility Network

source: Fehr & Peers



## 2e. Urban Design Concept and Existing Height Limits

The urban design concept in the MDR Specific Plan calls for: "a modified 'bowl concept' consisting of a skyline of taller buildings around the outer and northern edges of the Marina, with lower buildings on the moles. The concept will enhance the image of the Marina and will ensure adequate sunlight and wind circulation on the water basin." Currently the MDR Specific Plan allows for heights that have generally stayed consistent with the bowl concept. To ensure that the urban design and sense of place continue to be of a unique character to the harbor in Marina del Rey, it is recommended that the "bowl concept" be retained to enhance the experience of the Marina.

As illustrated in Figure 8, the Land Use Plan Parcel Development Height Limits map is used as the base on which the following layers of information are superimposed (see diagram legend):

- Height refinements to the Land Use Plan allowable heights as designated in the MDR Specific Plan
- Parcels which allow a higher height limit if an expanded view corridor is provided, as designated in the MDR Specific Plan
- Potential "bowl concept" inconsistency

It is observed, through this analysis, that the Specific Plan made allowable height refinements to the Land Use Plan to be more consistent with the bowl concept. Heights were generally reduced on seaside parcels and were generally increased on some non-seaside parcels along Via Marina and Admiralty Way. In addition, heights were also generally reduced along the residential mole roads surrounding Basins A, B, and C. The Specific Plan height refinements have enhanced the experience of the harbor by maintaining lower massing on the water and higher massing on non-seaside parcels.

It is important to note that while the Specific Plan identifies the urban design importance of the bowl concept, it has also given the flexibility to allow taller heights on seaside parcels only if expanded view corridors are provided. These parcels, as identified on Figure 8, generally allow for heights of 45 feet but will allow heights between 75 feet and 225 feet if an expanded view corridor is provided. Special consideration should be given to the urban design of such projects to resolve potential issues such as bulky buildings and expanded view corridors primarily in shadow.

Between the Fire Station and Bali Way, there are a number of parcels which are allowed to reach 40 to 45 feet in height with only two of those parcels (134 and UR) being allowed to go 75 feet if an expanded view corridor is provided. Consideration should be given to allowing increased height on other parcels in this area in exchange for increased view corridors as Admiralty Way is the street on which more visitors experience Marina del Rey.

The MDR Specific Plan has maintained the bowl concept but there is a potential inconsistency with Marina Beach parcel 22. The height for parcel 22 is allowed to reach 225 feet, which seems high as these taller buildings could block the buildings behind. On parcel 22, there would likely be shade and shadow effects on Marina Beach with a 225-foot height allowance.

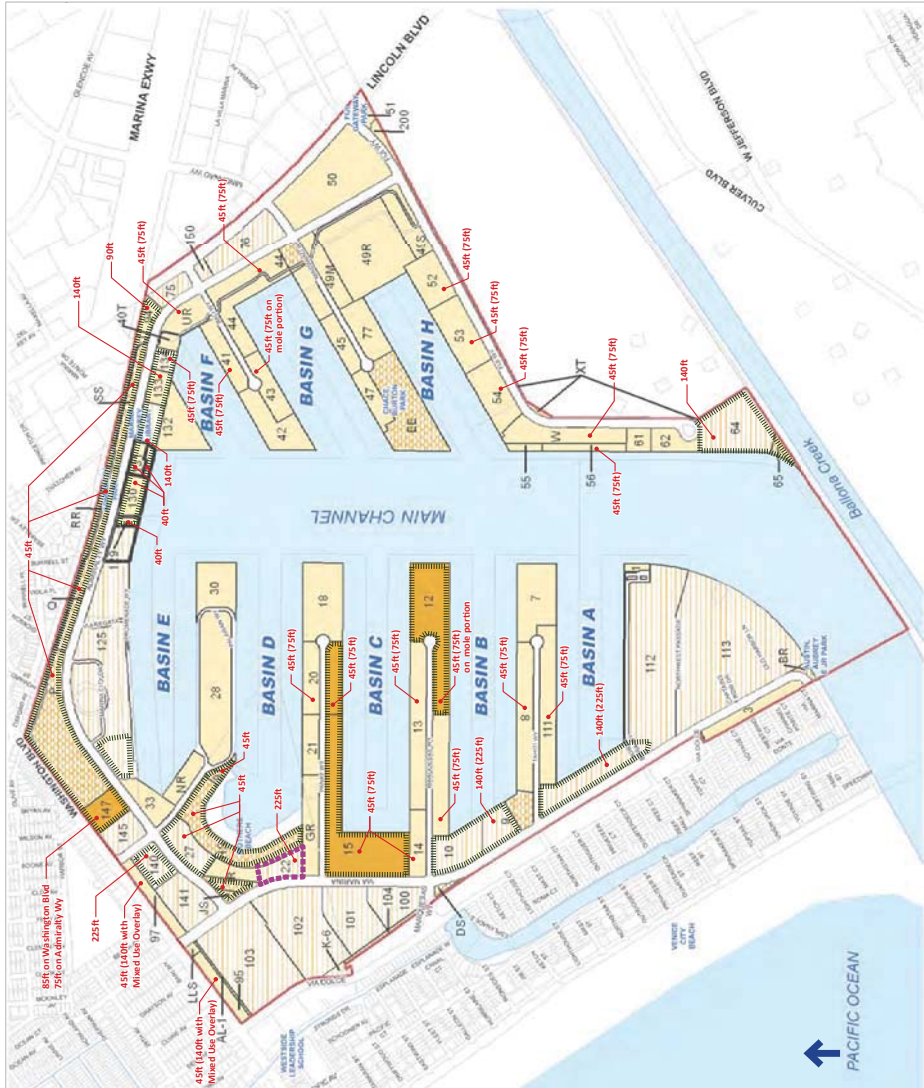


Figure 8: Height Limits as designated by the Land Use Plan with refinements in the Specific Plan

Note: For planning purposes, this analysis is a summary of allowable heights. Refer to the MDR Specific Plan for further detail and confirmation. The MDR Specific Plan is the implementing document for the MDR Land Use Plan.

**LEGEND**

- Lease Parcels LCP
- Marina del Rey LCP Area
- Perennial Water Body
- Pacific Ocean

**Parcel Development Height Limits**

- 25 Feet (Open Space, Boat Storage)
- 40 Feet (Main Channel View Corridor)
- 45 Feet (Residential III, Hotel, Parking, Public Facility, Marine Commercial, Visitor-Serving Commercial)
- 140 Feet (Residential IV, Senior Accommodations)
- 225 Feet (Residential V, Hotel, Office)

**NOTES:**

- Hotel - Limited to 45 feet on mole roads.
- Public Facility - Entrance displays, govt offices and theme buildings.
- Parking - Limited to 75 feet for parking structures, 45 feet on mole roads or waterfront parcels.
- Main Channel View Corridor - Limited to 40 feet, to preserve views of the Santa Monica and San Gabriel Mountains.
- Marine Commercial - Limited to 45 feet for habitable buildings, 75 feet for public dry stack (currently none in Marina).
- Boat Storage - Limited to 75 feet for public dry stack (currently none in Marina), 25 feet for commercial support.
- \* Parcel 10 and 14 height capped at 75 feet, doubly averaged over entire parcels(s).

Source: County of Los Angeles, MDR Land Use Plan

Parcel specific height refinements per the MDR Specific Plan

- Allowable height per the MDR Specific Plan with an expanded view corridor
- Allowable height per the MDR Specific Plan
- Inconsistency with the "bowl concept"

## 2f. View Corridors

The urban design concept in the MDR Specific Plan states: "View corridors to maintain and enhance public views of the harbor are a priority of this plan. Enhancing the ability of the public to experience and view the Marina waters shall be implemented by requiring view corridors in the design of all new or renovated development. Increased view corridors are called for when basic height standards are exceeded. This goal shall be achieved by placing conditions on permits for new development to enhance public viewing, to allow for greater public access, and to create view corridors to and along the waterfront." Furthermore, a view corridor is defined as "an area located between the water and the first public road open to the sky and allowing uninterrupted views of the harbor from the road to the waterside, at ground level. The corridor may be combined with fire roads and public accessways."

This study examined views of the harbor as it would be experienced by motorists, pedestrians, and bicyclists. A field study was conducted along the primary surrounding loop roads of Via Marina, Admiralty Way and Fiji Way. Additional analysis through programs such as Google Street View was also studied to supplement and confirm the field study. The current conditions of views into the harbor from the surrounding area, as illustrated in Figure 9, was defined into the following categories: View Barriers; Clear Views; and Obstructed Views.

View barriers are areas of non-visibility into the harbor by both pedestrians and those in automobiles, and consistently cover much of the loop surrounding the harbor. The view barriers are a result of the following factors: existing development, landscaping, surface parking lots and parking structures, and distance from the loop roads to the basins.

The criterion for clear views is having a clear path or view and/or visual access to the harbor's water, bulkhead edge, masts, and horizon. Obstructed views allow one to see into the harbor's components, mentioned above, but in a limited manner due to, for example, trees, parking lots, and signage.

A distinction was made to acknowledge the difference in how pedestrians, bicyclists, and motorists experience views into the harbor from the surrounding loop roads. As illustrated in Figure 16, there are locations where pedestrians and bicyclists walking and biking at a leisurely pace exceedingly benefit with visual connections into the harbor, which are difficult and/or impossible to experience from the loop roads, by those in automobiles traveling at the speed limit. In summary, based on current view conditions, views of the harbor are limited for both pedestrians and motorists. This analysis reinforces a public perception of deficient identity and sense of place which can be improved with more clear views of and public access to Marina del Rey's harbor.



### LEGEND

- View Barriers for Motorists and Pedestrians
- Clear View: Pedestrians Only
- Obstructed View: Pedestrians Only
- Clear View: Motorists and Pedestrian
- Obstructed View: Motorists and Pedestrian

Figure 9: View Corridors Analysis



### 3a. Opportunities and Constraints - Marina Beach

Figure 10 shows opportunities for several key connections between the existing and planned waterfront promenade to more easily facilitate pedestrian and bicycle movements, including:

- The County should reconsider the plans for the reconfiguration of the intersection of Admiralty Way and Via Marina, if feasible, as the proposed plan would reduce the amount of land on the waterside of the intersection adjacent to Marina Beach, redirect the more busy traffic on Admiralty Way into Via Marina, and create two small open spaces which would not be as desirable and usable as one large open space.

The County should reconsider the plans for the reconfiguration of the intersection of Admiralty Way and Via Marina, if feasible, as the proposed plan would reduce the amount of land on the waterside of the intersection adjacent to Marina Beach, redirect the more busy traffic on Admiralty Way into Via Marina, and create two small open spaces which would not be as desirable and usable as one large open space.



Figure 10: Opportunities and Constraints



### 3b. Restaurant Row and Bali Way/Fiji Way Focus Areas

Figure 11 illustrates some of the opportunities and constraints to consider when looking at revisiting these focus areas. It contains information on land use from the site visit and existing conditions analysis, and mobility concepts from the August 8, 2013 Fehr and Peers' preliminary document.

As described in Section 2, there are opportunities in these focus areas to redevelop and provide a mix of uses along the waterfront, Admiralty Way and Fiji Way. One of the major constraints in these focus areas is the amount of parking currently present on the harbor side of Admiralty Way and Fiji Way, making it difficult for pedestrians and bicyclists to maneuver around comfortably. There is an opportunity to move parking from the water's edge, consolidate shared parking among uses and creating a more pedestrian- and bicycle-friendly environment.

As illustrated on Figure 11, a proposed 28-foot waterfront promenade acts as the backbone to a network of bikeways, enhanced crossings and intersections, roadway enhancements, and potential long term signalized crossing opportunities. These opportunities will provide for a connected, multi-modal environment, one which is featured with proposed Mobility Hubs at key locations. Mobility Hubs contribute to the organization (i.e. defining districts and focus areas) and sense of place of an area, integrating mobility elements, land use and urban design. They provide for components such as park once facilities, bike share stations, bike parking, car sharing, co-located transit and water bus stops, and wayfinding.

In a waterfront setting, pedestrian linkages are vital to connectivity between land use and urban design. Connecting the water to buildings and the public realm is critical to providing a vibrant waterfront atmosphere. There are opportunities for several key connections between the existing and planned waterfront promenade to more easily facilitate pedestrian and bicycle movements, including:

- 1 A direct pedestrian connection through the California Yacht Club site to connect the west and east portions of the marina
- 2 A direct pedestrian and bicycle connection between the promenade northwest of Bali Way along Basin F, and the promenade adjoining the northeastern edge of Basin G
- 3 A direct pedestrian connection from the promenade along the southeastern edge of Basin G
- 4 A pedestrian connection from the promenade along the southeastern edge of Basin H to the promenade along the eastern edge of Fisherman's Village



Figure 11: Opportunities and Constraints Map

#### LEGEND

- Recent Proposed project by/leasee with mix of uses
- Parking/lot consolidation opportunity<sup>1</sup>
- Planned Segment Enhancement<sup>1</sup>: Landscape and/or Median Enhancement
- Public Parking Lot
- Proposed Mobility Hub<sup>2</sup>: Park Once facility, Bike Share stations, Bike parking, Car Share Co-located transit & Water Bus stops, Wayfinding
- Proposed 28-foot Waterfront Promenade per MDR's LUP
- Potential Opportunities for Linkages to Waterfront Promenade
- Planned Signalized Pedestrian Crossing<sup>1</sup>
- Planned Enhanced Crossing<sup>1</sup>
- Planned Intersection Enhancement<sup>1</sup>
- Long-Term Signalized Crossing Opportunity<sup>1</sup>
- Existing Waterbus Stop<sup>1</sup>
- Proposed Waterbus Stop<sup>1</sup>
- Alternate or Future Waterbus Stop<sup>1</sup>
- Candidate Location for New/Enhanced Vehicle Gateway<sup>1</sup>
- Candidate Location for New Bicycle Gateways<sup>1</sup>
- Recommended Bike Network<sup>1</sup>:
  - Existing bike line
  - Planned bike line
  - Existing bike path
  - Proposed bike path
  - Planned bike route

1. source: Marina del Rey Mobility Plan Preliminary Concepts, August 2013, FEHR & PEERS



## Section 4: Community Comments

Provide the following activities:

- Waterside café/bistros
- Civic center near library
- Dinghy docks for access to restaurants
- Promenade that is wide and continuous
- Organic market for residents
- Separate bike path along Admiralty Way
- Boater parking and amenities
- Community boat house
- Year-round shuttle and water bus
- Wayfinding at key locations
- Repair shop for boaters
- At Marina Beach
  - Sailing and other boater's lessons
  - Kayaks
  - Outriggers
  - Paddle boats
- Amenities for above
- More storage for non-motorized craft

## Section 5: Market Consultant Comments

According to the market analysis, done for an area somewhat larger than unincorporated Marina del Rey, uses that may be supported include:

1. Hotel projections for 600 to 900 rooms (approximately 3 hotels)
2. Food and beverage, specialty retail, and general merchandise
3. Office market difficult, but creative office a possibility

## Section 6: Activities from Other Successful Waterfronts/ Marinas

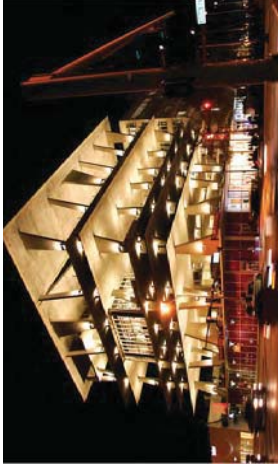
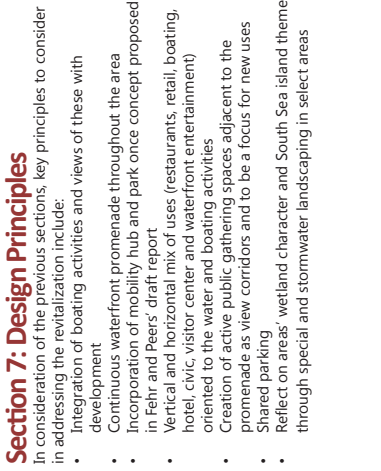
Utilizing some of the lessons learned from a case study analysis of other marinas, Marina del Rey should consider the following:

- Portugal and many other Asian, European and United States waterfronts/marinas have a strong continuous promenade that ties together restaurants/hotels/housing/boater's support facilities and accommodates daytime and nighttime waterfront activities and boating views.
- Granville Island in Vancouver, British Columbia has an educational/art/culture theme, other public facilities, and has small-scale architecture.
- Baltimore's Inner Harbor has many major attractions with distinguished architecture such as the National Aquarium, Science Center/IMAX, and a performing arts pavilion that can be a catalyst for restaurant/retail and other visitor services.
- Miami has a parking structure which has ground-level retail and restaurants, but also is designed as a unique structure with views of the entire South Beach area.

## Section 7: Design Principles

In consideration of the previous sections, key principles to consider in addressing the revitalization include:

- Integration of boating activities and views of these with development
- Continuous waterfront promenade throughout the area
- Incorporation of mobility hub and park once concept proposed in Fehr and Peers' draft report
- Vertical and horizontal mix of uses (restaurants, retail, boating, hotel, civic, visitor center and waterfront entertainment) oriented to the water and boating activities
- Creation of active public gathering spaces adjacent to the promenade as view corridors and to be a focus for new uses
- Shared parking
- Reflect on areas' wetland character and South Sea Island theme through special and stormwater landscaping in select areas





## Section 8: Potential Activity Districts and Focus Areas

Districts are unique areas that have a special focus on the dominance of a particular land use or activity. They may contain a mix of uses integrated with the dominant activities. The naming of districts can assist in branding an area and in wayfinding within a large area such as Marina del Rey.

Marina del Rey could potentially be thought of as four distinct districts around which to organize existing and future uses, as illustrated in Figure 12. The Districts designated for this study, but open to redefinition and naming, are as follows:

1. Residential District
2. Marina Beach
3. Visitor's Row
4. Boater's Way

**The Residential District** is primarily made up of existing multi-family residential buildings situated around the mole roads and the harbor.

**Marina Beach** is primarily an existing active waterfront and family recreational area that serves both the local community and visitors. It is composed of restaurants, hotels and Marina Beach, the focus area of the district.

**Visitor's Row** is primarily an existing visitor-serving area made up of restaurants, some offices, and a yacht club. In addition, there is an existing boater-serving area made up of boater-related parking, services and sales, storage, launching, the Waterside Shopping Center, the Marina Towers, and Burton Chace Park.

**Boater's Way** is primarily an existing visitor-serving area made up of boater-related parking, services and sales, storage, and Fisherman's Village.

The following pages will demonstrate, with more detail, the existing characteristics of the non-residential districts, and propose three specific focus areas which will serve to catalyze redevelopment within each district. The focus areas will be animated with land use and urban design recommendations, which will establish a unique sense of place for their respective districts.

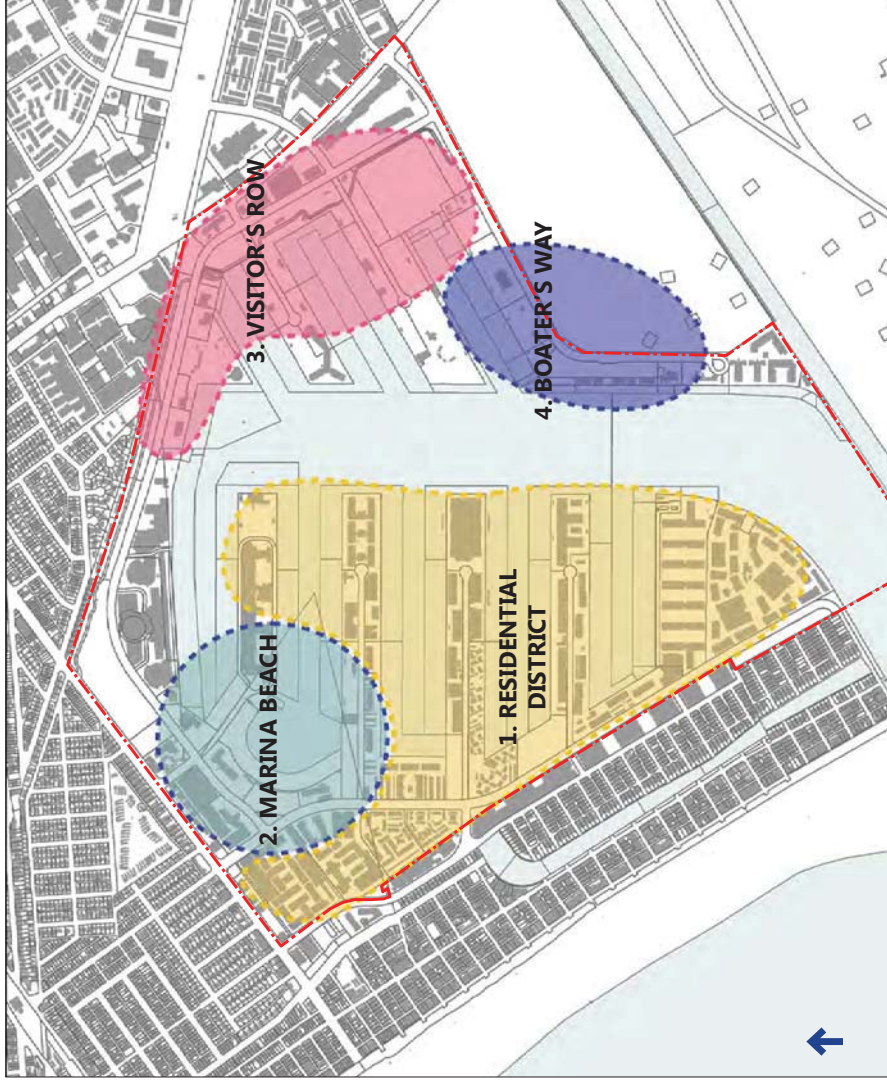


Figure 12: Potential Marina del Rey Districts



### 8a. Marina Beach Focus Area

The Marina Beach Focus Area, as shown in Figures 13 and 14, current conditions include:

- Marina Beach has traditionally been an active waterfront destination for families residing in Marina del Rey and throughout the Los Angeles region and the world. This active recreational area contains a crescent-shaped beach, a waterfront promenade, picnic tables and barbecues, public restrooms, a children's play area, volleyball courts and boating activities for rowing, outriggers, kayaks, and paddle boards. Marina Beach is serviced by three surface parking lots on Parcels IR, GR, and NR (E, E, and A on Figures).
- Adjoining Marina Beach's promenade is the newly-renovated Jamatac Bay Inn, which incorporates a waterfront view garden and restaurant in addition to hotel rooms and meeting facilities, the Cheesecake Factory with its waterfront restaurant and outdoor dining, and the Foghorn Harbor Inn and small retail.
- On Parcel 21 (F on Figures), there is a proposal for marine commercial uses and a new landscaped view corridor.
- The waterfront promenade encircling Marina Beach is not built to the full 28-foot width and connections to the surrounding area need improvement. There is no connection from the Marina Beach promenade to the promenade on Parcel 33 (B on Figures) and to Admiralty Way.

The following lists some general conclusions and opportunities observed for the Marina Beach Focus Area:

- There is an opportunity to enhance pedestrian promenades connecting to Marina Beach from the north and south, and improve connectivity with pedestrian linkages across Palawan Way, Panay Way, and adjacent surface parking lots.
- There is an opportunity to have shared parking as opposed to having multiple surface parking lots surrounding Marina Beach.
- There is opportunity to improve the mole roads, Via Marina, and Admiralty Way to make them more pedestrian-friendly, enhancing multi-modal connectivity.
- There is an opportunity to provide a wider mix of activities on and adjacent to the beach such as additional outdoor dining and non-motorized boating.



Figure 13: Marina Beach Focus Area



Figure 14: Marina Beach Focus Area (Part of Development Zone 3)





### 8b. Restaurant Row Focus Area

Restaurant Row Focus Area, as shown in Figures 15 and 16, current conditions include:

- Many leases are expiring in this area (Figure 3).
- Development has an outdated character.
- Development in this area occurred parcel by parcel, is automobile-oriented, and does not respond to the planned waterfront promenade or to the bicycle path.
- The MDR Specific Plan and Land Use Plan 2012 show visitor-serving commercial/convenience retail, hotel, office, public facilities, and parking north of Balli Way. This includes a wide range of uses, but the parcel-by-parcel development with unplanned connections does not seem to provide a vibrant synergy between the uses (Figure 2).
- Allowable building heights in the MDR Land Use Plan and Specific Plan vary from 45 feet to 225 feet along Admiralty Way (Figure 8). However, most development on Admiralty Way is one story.

The following lists some general conclusions and opportunities observed for the Restaurant Row Focus Area:

- The pedestrian promenade is not continuous, and is lined with surface parking lots throughout.
- There is an opportunity to have shared parking by consolidating surface parking lots, and therefore also improving connectivity between uses.
- There is an opportunity to enhance the views into the harbor from this visitor-serving area, from Admiralty Way.
- The lower topography at the promenade level from Admiralty Way allows for unique redevelopment opportunities (e.g., an amphitheater on the water).
- There is an opportunity to enhance the pedestrian realm along Admiralty Way, which currently has shallow sidewalks and minimal landscaping.
- There is an opportunity to integrate visitor-serving activity with everyday boating activities (e.g., connecting the promenade through the Yacht Club site).



Figure 15: Restaurant Row Focus Area



Figure 16: Restaurant Row Focus Area (Part of Development Zone 3)





### 8c. Bali Way/Fiji Way Focus Area

The Bali Way/Fiji Way Focus Area, as shown in Figures 17 and 18, current conditions include:

- This focus area contains two major shopping centers, each with its own character. The Waterside, a recently-renovated center facing Admiralty Way with its rear to Lincoln Boulevard, contains neighborhood-serving uses including a supermarket, restaurants, retail shops, a post office, marine commercial and a new outdoor dining space. Fisherman's Village (**D** and **E** on Figures) on Fiji Way and on the waterfront has more tourist-oriented activities. Both shopping centers have surface parking lots facing the street with the Waterside parking more attractive due to landscaping and parking lot trees.
- On Parcel 76 (**G** on Figures) are two recently-renovated office towers with a parking structure. Adjacent to these office towers and at the Bali Way entrance to the Marina is a one-story vacant building located on Parcel 150.
- Parcels 44 and 49K (**G** on Figures) on Admiralty Way, are designated in the Marina del Rey Land Use Plan as marine commercial and both primarily consist of large parking lots for automobile and boat storage. Boating facilities and uses also line portions of Fiji Way (**B** and **C** on Figures).
- On the south side of Fiji Way are wetlands areas, an open space resource. Burton Chace Park provides open space, recreational activities, and space for events and other programming.
- This area has two of the three entries or gateways to Marina del Rey from Lincoln Boulevard, the major arterial linking Marina del Rey with the regional freeway network and the airport.

The following lists some general conclusions and opportunities observed for the Bali Way/Fiji Way Focus Area:

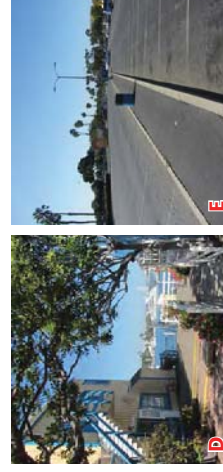
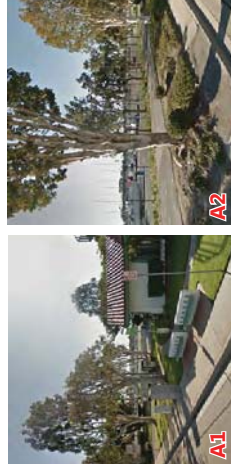
- There is an opportunity to improve continuity of the pedestrian promenade, which is lined with surface parking lots, and does not connect with the Fisherman's Village promenade.
- There is an opportunity to integrate between visitor-serving uses of the isolated Fisherman's Village with the adjacent Boat-serving uses to the north along Fiji Way.
- There is an opportunity to improve views into the harbor from Admiralty Way and Fiji Way by enhancing the pedestrian realm, sharing parking (e.g. with the recently-renovated office towers) and redeveloping sites such as parcel 49.



Figure 17: Bali Way/Fiji Way Focus Area



Figure 18: Bali Way/Fiji Way Focus Area (Part of Development Zone 3)





## Section 9: Land Use Alternatives

The following conceptual visioning alternatives all include an improved 28-foot waterfront promenade and a separate bicycle pathway and address other design principles. Land uses vary as described below:

### 9a. Marina Beach Focus Area Concept Expanded Recreational and Boater-Related Uses with a Mobility Hub on the Waterfront (Figure 19)

The vision established by the Asset Management Strategy adopted by the Los Angeles County Board of Supervisors in 1997 identified Marina Beach as “a family-oriented recreation/entertainment center with a rich mix of attractions linked by a beachwalk promenade.” The following general land use and urban design recommendations aim to realize a more local-serving and family-oriented atmosphere with an emphasis on recreation, and non-motorized transportation. The goal is to achieve a sense of place through diversity in its adjoining uses, view corridors into the harbor from the surrounding streets, an enhanced pedestrian realm along Palawan Way, Admiralty Way, Via Marina and Panay Way to complement recreational activities, and beach preservation, to be enjoyed by the local community and by tourists alike.

1. Locate boater-related operations, service, sales and storage uses and parking shared with adjacent commercial and recreational uses, which are integrated with the adjacent promenade. Buildings (1 to 2 stories) would be situated to allow opportunities for major view corridors into the harbor from Admiralty Way, and to strengthen the pedestrian realm with connected promenades along Marina Beach and Basins E and D. A Mobility Hub is also proposed in the parking lot along Panay Way.
2. This area at Marina Beach will be dedicated to supporting recreational uses (2 stories). Pedestrians, bicyclists, non-motorized boaters, and the casual visitor will be able to enjoy a mix of daily beach activities such as kayaking, paddle boarding, swimming, volleyball, walking, jogging, bicycling, and having picnics. Special functions such as boating education, a farmers’ market and outdoor public performances should also be accommodated to attract both local and regional visitors while providing a lively atmosphere on the beach. Shared parking will be available for a mix of users.
3. Retain or locate a hotel and/or visitor-serving uses on the waterfront parcels facing Marina Beach (2-4 stories), and integrate waterfront activities with uses such as a hotel, café/bistros with outdoor dining and new attractions (e.g. outdoor performance space), entertainment uses, unique retail, art galleries and other visitor-serving uses that appeal to both visitors and the local neighborhoods.
4. Locate visitor-serving commercial uses integrated with the adjacent promenade (2-4 stories). There will be an emphasis on waterfront restaurants with outdoor dining, and limited retail opportunities which will further enhance a dynamic atmosphere shared by the boaters, the local community and visitors enjoying the beach for recreational/casual purposes.

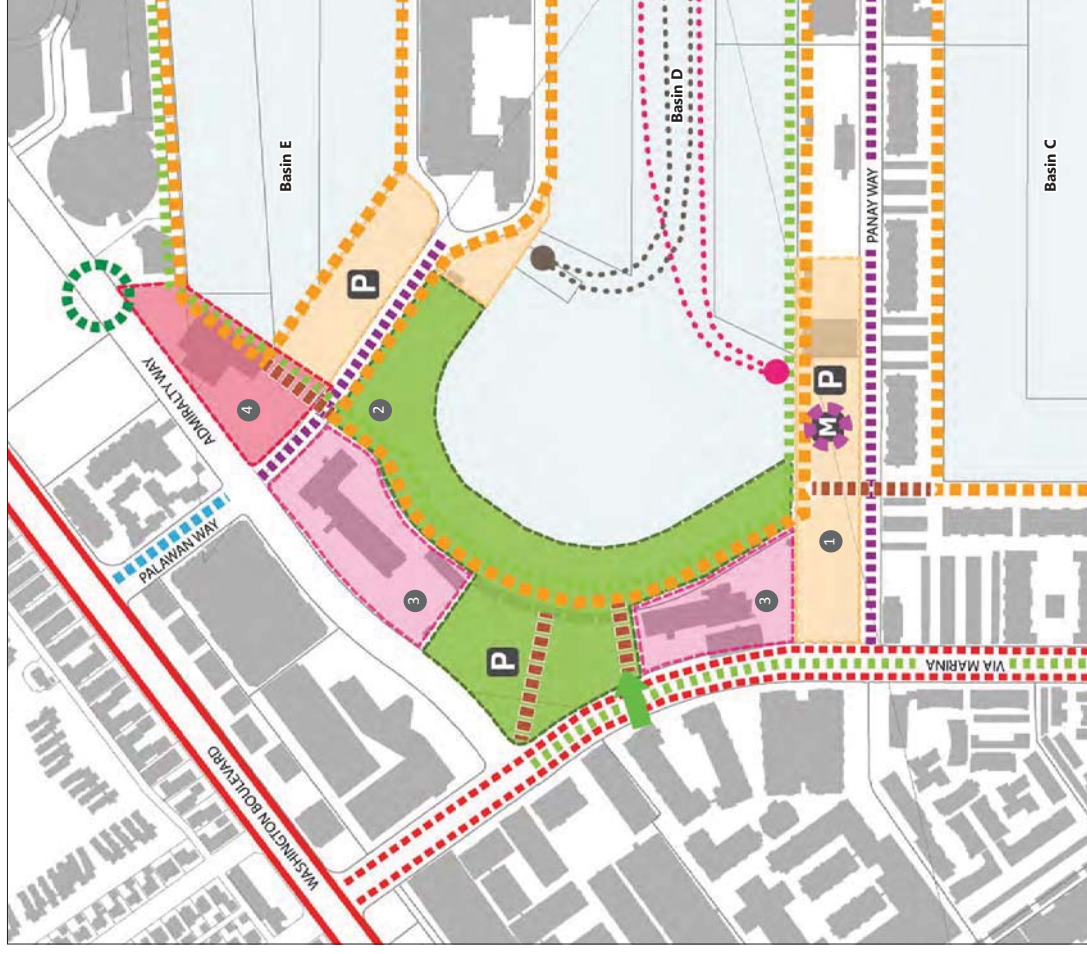


Figure 19: Alternative 1: Land Use and Urban Design Strategy

## LEGEND

### Waterfront and Mix of Uses:

- **Visitor-Serving Commercial:** emphasis on restaurants and retail
- **Open Space:** emphasis on active space for public promenades, bicycle and pedestrian path rights-of-way, and view areas
- **Water:** emphasis on wet slips

### Hotel and Mix of Uses:

- **Hotel:** emphasis on a select service hotel
- **Visitor-Serving Commercial:** emphasis on restaurants, retail, family entertainment, art galleries and a beach club
- **Marine Commercial:** emphasis on wet slips, water-related transit, scenic boating.
- **Open Space:** emphasis on active gathering space adjacent to public promenades, bicycle and pedestrian path rights-of-way, view parks and view areas

### Open Space and Parking:

- **Open Space:** emphasis on beach activities, playgrounds, boater activities, and pedestrian path rights-of-way, view parks and view areas, and shared parking
- **Water:** emphasis on water-oriented recreational activities

### Public Parking and Boat-Serving Mix of Uses:

- **Parking:** emphasis on shared parking (surface and/or a structure) for boating, recreation, and retail uses, and integrated retail and/or boater-related sales and storage
- **Marine Commercial:** emphasis on boater-related sales, service and operations, and small units
- **Boat Storage:** emphasis on boat storage and mast-up storage
- **Open Space:** emphasis on active gathering space adjacent to public promenades, bicycle and pedestrian path rights-of-way, and view areas
- **Water:** emphasis on wet slips

**Mobility Hub:** Park Once facility, Bike Share stations, Bike parking, Car Share, Co-shared car lot & Water Bus stops, Wayfinding

**Shared Parking:** Surface Lot or Parking Structure

**Proposed 28-foot Waterfront Promenade per the MDR LUP**

**Potential Opportunities for Linkages to Waterfront Promenade**

**Signalized Pedestrian Crossing<sup>1</sup>**

**Planned Enhanced Crossing<sup>1</sup>**

**Existing Waterbus Stop<sup>1</sup>**

**Proposed Waterbus Stop<sup>1</sup>**

**Recommended Bike Network<sup>1</sup>:**

- Existing bike lane
- Planned bike lane
- Planned bike-friendly street
- Planned bike route
- Proposed bike enhancement includes Buffered Bike Lanes, Bike Paths, and Shared Bicycle and Pedestrian Promenade

*L. source: Marina del Rey Mobility Plan Preliminary Concepts, August 2013, FEHR & PEERS*

## 9b. Restaurant Row and Bali Way/Fiji Way Focus Areas Alternative 1

### Civic Center/Mobility Hub on the Waterfront and Enhanced Restaurants/Hospitality Row (Figure 20)

- 1 Reconfigure the area from the fire station to Mindanao Way into a waterfront mix of uses (1 to 5 stories), as follows:
  - a. The area from the fire station to Bali Way as an integrated mixed-use development including specialty retail, hotel, entertainment, boating-viewing facilities, and civic uses. The buildings and uses are clustered to create interesting and compelling linkages/pedestrian paseos throughout.
    - A cluster of waterfront restaurants with outdoor dining along the promenade and dinghy docks along the waterfront with second-level/restaurants/bars and entertainment and decks facing the water is proposed for the area shown in red.
    - The current County parking lot, west of the Bali Way/Admiralty Way intersection, is envisioned as 2 to 3 levels of offices and/or civic uses such as Beaches and Harbors Administrative functions above restaurants, retail, and entertainment, which can share parking with the retail/restaurants as they do not peak in the same period and will provide a lunch time support for restaurants. A Mobility Hub with a shared parking structure, bike amenities, water taxi stop, visitor center, and other amenities are incorporated into the parking structure. Retail/restaurants are located along the waterfront with art galleries/service retail on Admiralty Way to screen the parking structure.
    - A select service hotel with bar and/or night club on the roof is proposed. Drop-off areas and parking for boaters and adjacent areas are provided on or adjacent to the yacht club site.
    - Bioswales/vegetated swales for stormwater management will be incorporated in the design of public spaces and parking lots.
  - b. Library remains in its current location but library waterfront will be reconfigured and library parking will be repositioned for a gathering space shared with restaurants/retail.
  - c. The area between Bali Way and Mindanao Way, west of Admiralty Way, remains Marine Commercial with some retail development and surface parking.
- 2 Locate an Office Campus (2 to 12 stories), with a mix of uses, north of the proposed civic center and adjacent to Yvonne B. Burke Park. A mix of commercial and entertainment (nightlife focused) uses such as retail, cafés/bistros and bars with offices above will complement uses on the waterfront.
- 3 Preserve boat launch ramp, boater storage and other boater-related uses, marine commercial, and the waterfront mix of uses at Fisherman's Village (1 to 4 stories). A Mobility Hub should be considered in the area between Mindanao Way and Fiji Way, and at Fisherman's Village. Mobility Hub components include shared parking structure, bike amenities, water taxi stop, wayfinding and other amenities.

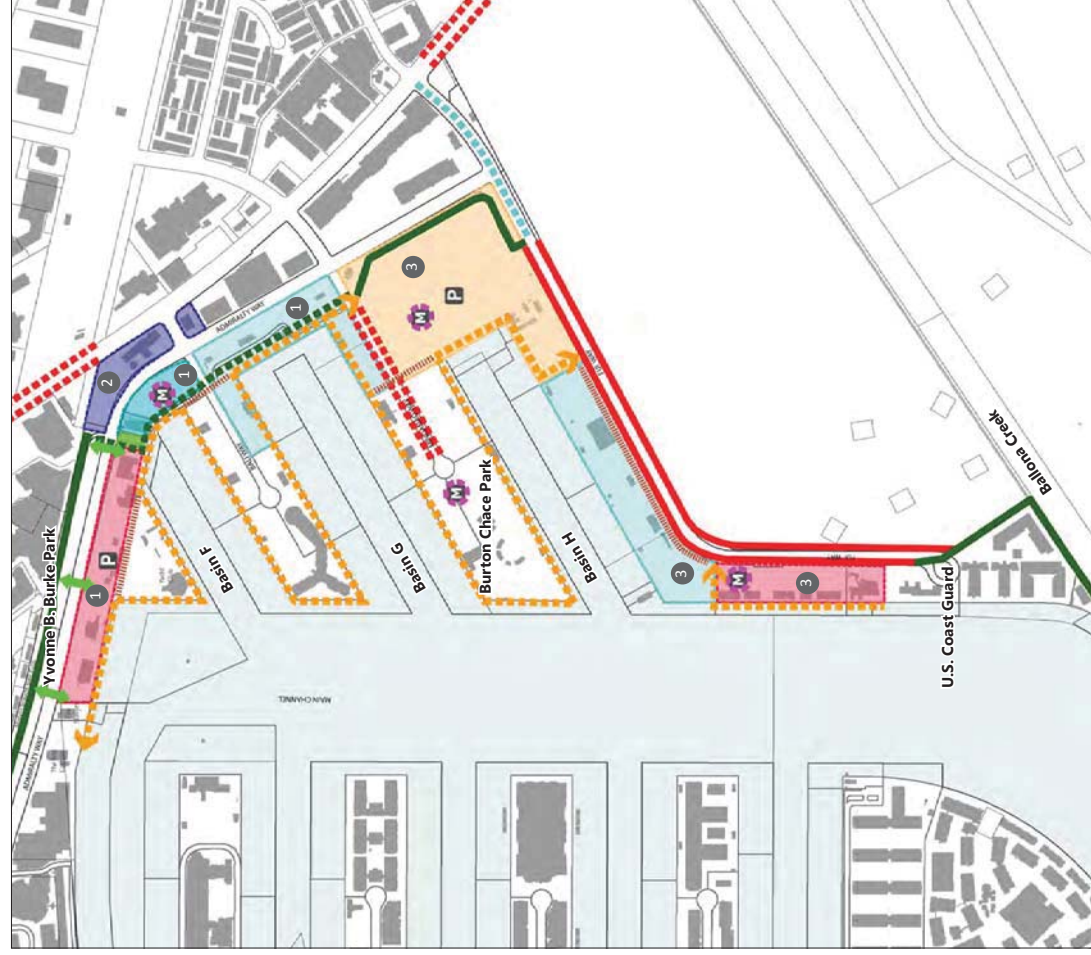


Figure 20: Alternative 1: Land Use and Urban Design Strategy

## LEGEND

### Waterfront and Mix of Uses:

- **Visitor-Serving Commercial:** emphasis on retail, restaurants and nightlife, e.g. bars and cocktail lounges
- **Marine Commercial:** emphasis on boat storage, water-related transit stops and scenic boating, and parking for boating-related uses
- **Parking:** emphasis on shared parking for boating-related uses, and for the general public for commercial-related uses, and integrated retail and nightlife
- **Open Space:** emphasis on active space for public promenades, bicycle and pedestrian path rights-of-way, view parks and view areas
- **Water:** emphasis on wet slips, and dinghy docks

### Office Campus and Mix of Uses:

- **Visitor-Serving Commercial:** emphasis on retail, cafés and nightlife
- **Office:** emphasis on creative and/or medical offices and public open space
- **Civic Center and Mix of Uses:**

- **Visitor-Serving Commercial:** emphasis on ground-level retail and cafés
- **Parking:** emphasis on a shared parking structure for boating-related uses, and for the general public for commercial-related uses
- **Public Facilities:** emphasis on administrative offices for Beaches and Harbors and other County agencies, and a visitor center
- **Water:** emphasis on dinghy docks

### Public Gathering Space:

- **Open Space:** emphasis on active gathering space adjacent to public promenades, bicycle and pedestrian path rights-of-way, view parks and view areas
- **Water:** emphasis on dinghy docks

### Marine Commercial Mix of Uses:

- **Visitor-Serving Commercial:** emphasis on retail and cafés
- **Marine Commercial:** emphasis on water-related transit stops, and boater-related sales
- **Open Space:** emphasis on active gathering space adjacent to public promenades, bicycle and pedestrian path rights-of-way, view parks and view areas
- **Water:** emphasis on wet slips

### Boat-Serving Mix of Uses:

- **Marine Commercial:** emphasis on boater-related sales, service and operations
- **Boat Storage:** emphasis on boat storage, launching, and parking
- **Water:** emphasis on wet slips
- **Mobility Hub:** Park Once facility, Bike Share stations, Bike parking, Car Share, Co-located transit & Water Bus stops, Wayfinding
- **Shared Parking:** Surface Lot or Parking Structure

### 28-Foot Waterfront Promenade

- **Potential Opportunities for Linkages to Waterfront Promenade**
- **Proposed Signalized Pedestrian Crossing<sup>1</sup>**

### Bike Network<sup>1</sup>:

- Existing bike lane
- Planned bike lane
- Existing Bike Path
- Proposed long-term bicycle network improvement (waterfront multi-use path)
- Planned bike route

1. source: Marina del Rey Mobility Plan Preliminary Concepts, August 2013, FEIR & PEERS



## 9c. Restaurant Row and Bali Way/Fiji Way

## Focus Areas Alternative 2

## Vertical Mix of Uses all along the Waterfront with Civic Center/Mobility Hub adjacent to the Park (Figure 21)

1. Reconfigure the area from the fire station to Mindanao Way into a waterfront mix of uses (1 to 5 stories), as follows:
  - a. The area from the fire station to Bali Way as an integrated mixed-use development including specialty retail, hotel, entertainment, and boating viewing facilities. The buildings and uses create linkages/pedestrian paseos throughout.
    - An amphitheater with landscaped lawns or a view corridor with bleachers. The amphitheater will provide a cultural and entertainment transformation along the waterfront and a view corridor with bleachers will provide opportunities for gathering, people watching and/or waterfront public art. This gathering space can also host other events such as a farmer's market or a craft fair.
    - To create a sense of place, a mix of uses is intensified in a portion of this area. The mix of uses incorporates ground-floor retail, restaurants/bars, with offices above. The offices above could include yacht sales or boating-related services or creative offices for young professionals. This will activate the Promenade with day and night-serving uses. This mix of uses will continue through this area, lining the promenade with 3- to 5-story structures with frequent view corridors.
    - A shared-parking structure to serve the adjacent boating and restaurant/retail uses with a new restaurant on the top of the parking structure.
    - A select service hotel can be located on the current County parking lot, west of the Bali Way/Admiralty Way intersection. Outdoor spaces can include an urban garden and rooftop pool deck and bar. Views of the Marina will be featured and will have outdoor dining along the promenade.
    - Bioswales/vegetated swales for stormwater management will be incorporated in the design of public spaces and parking lots.
  - b. The area between Bali Way and Mindanao Way, west of Admiralty Way, remains as Marine Commercial uses with some development and surface parking.
2. A civic center and Mobility Hub can be located north of Admiralty Way next to Yvonne Burke Park. The visitor center could be located here as an iconic building with exhibition hall, an education center or horticultural library. Linked to this visitor center will be the relocated and redesigned Marina del Rey Taber Library and other civic offices including Beaches and Harbors offices. A shared parking structure for the civic center hub and active uses on the south is provided on this site.
3. Preserve boat launch ramp, boater storage and other boater-related uses, marine commercial, and the waterfront mix of uses at Fisherman's Village (1 to 4 stories). A Mobility Hub should be considered in the area between Mindanao Way and Fiji Way, and at Fisherman's Village. Mobility Hub components include shared parking structure, bike amenities, water taxi stop, wayfinding and other amenities.

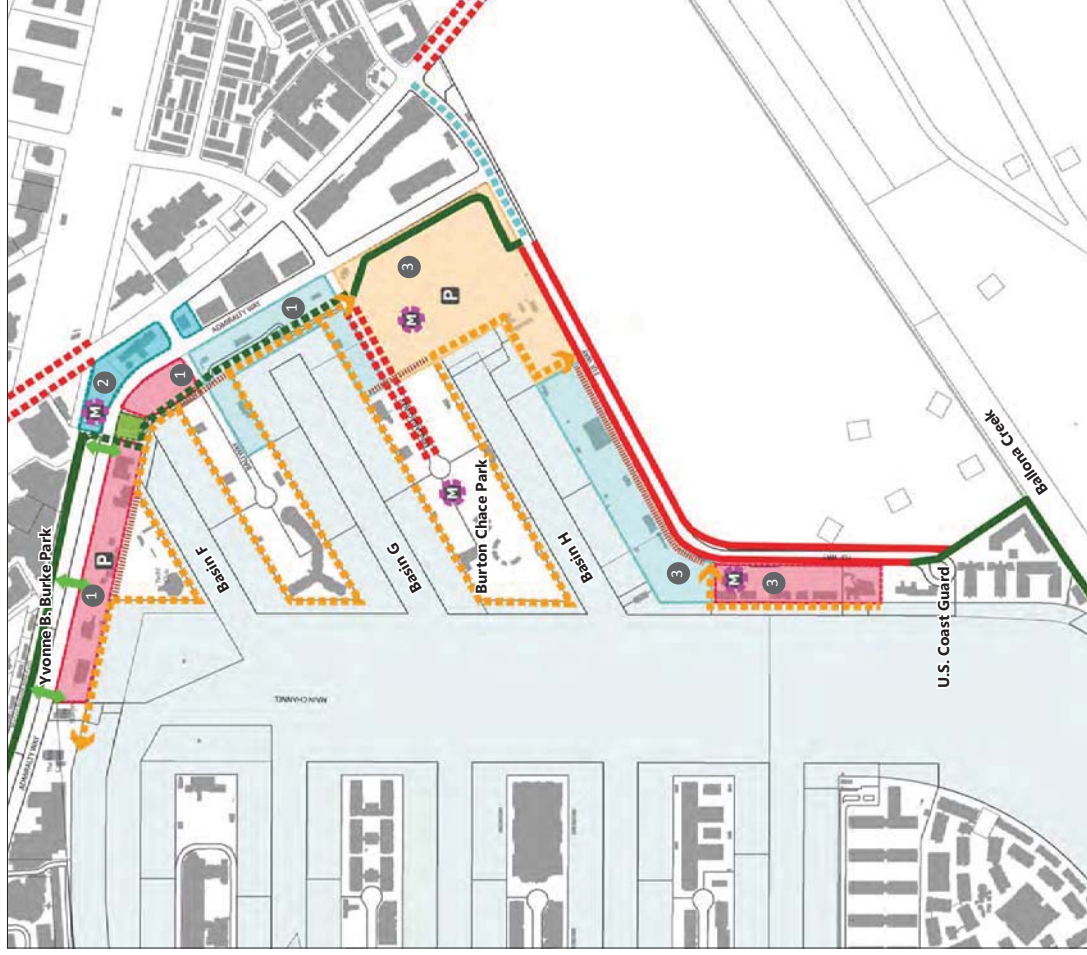


Figure 21: Alternative 2: Land Use and Urban Design Strategy

## LEGEND

## Waterfront and Mix of Uses:

- **Visitor-Serving Commercial:** emphasis on retail, restaurants and nightlife, e.g. bars and cocktail lounges
- **Marine Commercial:** emphasis on boat storage, water-related transit stops and scenic boating, and parking for boating-related uses
- **Parking:** emphasis on shared parking for boating-related uses, and for the general public for commercial-related uses, and integrated retail and nightlife
- **Open Space:** emphasis on active space for public promenades, bicycle and pedestrian path rights-of-way, view parks and view areas
- **Water:** emphasis on wet slips, and dinghy docks

## Civic Center and Mix of Uses:

- **Visitor-Serving Commercial:** emphasis on ground-level retail and calls
- **Parking:** emphasis on a shared parking structure for boating-related uses, and for the general public for commercial-related uses
- **Public Facilities:** emphasis on administrative offices for Beaches and Harbors and other County agencies, and a visitor center

## Public Gathering Space:

- **Open Space:** emphasis on active gathering space adjacent to public promenades, bicycle and pedestrian path rights-of-way, view parks and view areas
- **Water:** emphasis on dinghy docks

## Marine Commercial Mix of Uses:

- **Visitor-Serving Commercial:** emphasis on retail and calls
- **Marine Commercial:** emphasis on water-related transit stops, and boater-related sales
- **Open Space:** emphasis on active gathering space adjacent to public promenades, bicycle and pedestrian path rights-of-way, view parks and view areas
- **Water:** emphasis on wet slips

## Boat-Serving Mix of Uses:

- **Marine Commercial:** emphasis on boater-related sales, service and operations
- **Boat Storage:** emphasis on boat storage, launching, and parking
- **Water:** emphasis on wet slips

**Mobility Hub:** Park Once facility, Blue Shave stations, Bike parking, Car Share, Co-located transit & Water Bus stops, Wayfinding

**Shared Parking:** Surface Lot or Parking Structure

**28-foot Waterfront Promenade**

**Potential Opportunities for Linkages to Waterfront Promenade**

**Proposed Signalized Pedestrian Crossing<sup>1</sup>**

**Bike Network<sup>2</sup>:**

- Existing bike lane
- Planned bike lane
- Existing Bike Path
- Proposed long-term bicycle network improvement (waterfront multi-use path)
- Planned bike route

1. source: Marina del Rey Mobility Plan Preliminary Concepts, August 2013, TEHR & PEERS

9d. Restaurant Row and Bali Way/Fiji Way  
Focus Areas Alternative 3  
Civic Center/Mobility Hub on the Waterfront and  
Enhanced Restaurants Row integrated with a Major  
Visitor-Serving Center (Figure 22)

1. Reconfigure the area from the fire station to Mindanao Way into a waterfront mix of uses (1 to 5 stories), as follows:
  - a. The area from the fire station to Bali Way as an integrated mixed-use development including specialty retail, hotel, entertainment, boating-viewing facilities, and civic uses. The buildings and uses are clustered to create interesting and compelling linkages/pedestrian paseos throughout. This area includes a cluster of waterfront restaurants with outdoor dining, 2 to 3 levels of offices, and/or civic uses above restaurants, retail, and entertainment; a Mobility Hub, a select service hotel, and bioswales/vegetated swales for stormwater management. See Restaurant Row and Bali Way/Fiji Way Alternative 1 under 1a for additional details for this area.
  - b. Library remains in its current location but library waterfront will be reconfigured and library parking will be repositioned for a gathering space shared with restaurants/retail.
  - c. The area between Bali Way and Mindanao Way, west of Admiralty Way, remains Marine Commercial with some retail development and surface parking.
2. Locate an Office Campus (2 to 12 stories), with a mix of uses, north of the proposed civic center and adjacent to Yvonne B. Burke Park. A mix of commercial and entertainment (nightlife focused) uses such as retail, cafés/bistros and bars with offices above will complement uses on the waterfront.
3. Locate a major visitor-serving tourist/retail center (1 to 4 stories) with hotels being allowed to go higher than 4 stories) on the current boat launch site bounded by Mindanao Way, Admiralty Way, Fiji Way, and Basin H.
  - a. This major center on the water will have waterfront activities including café/bistros with outdoor dining and retail.
  - b. New attractions such as an aquarium, performing arts center, interpretive center, entertainment uses, unique retail, cultural facilities, unique theater, specialized indoor and outdoor markets such as the Faneuil Hall in Boston or the Ferry Building in San Francisco and other visitor-serving uses should be included that appeal to both visitors and the local neighborhoods.
  - c. A high-end or select service hotel could also be considered for this site near Admiralty Way.
  - d. Limited boat storage could also be provided on this site.
  - e. A Mobility Hub with a shared parking structure, bike amenities, water taxi stop, wayfinding and other amenities are also possible.
4. The boat launch ramp, parking, and boater storage (1 to 4 stories) replace the visitor-serving retail and commercial uses at the Fisherman's Village site. Boat service uses remain.

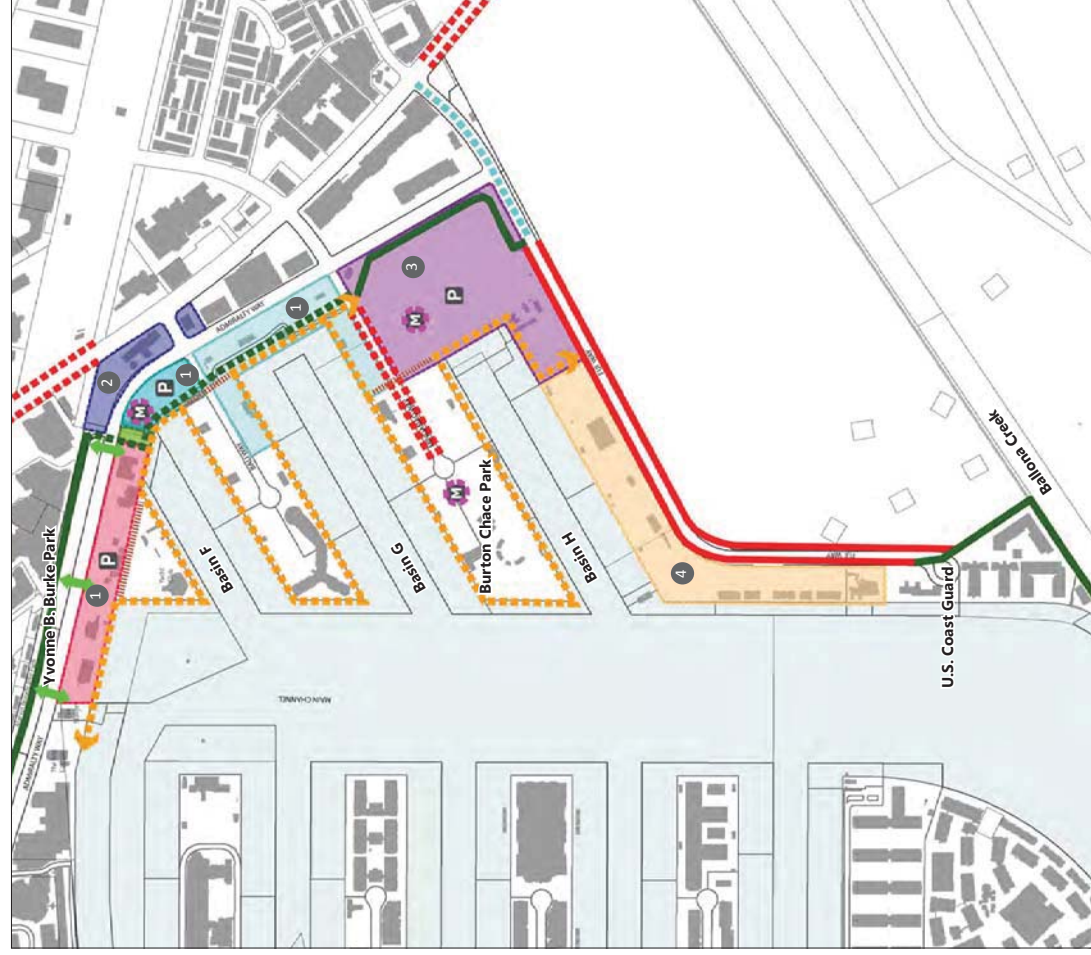


Figure 22: Alternative 3: Land Use and Urban Design Strategy

FOR DISCUSSION PURPOSES ONLY

LEGEND

Waterfront and Mix of Uses:

- **Visitor-Serving Commercial:** emphasis on retail, restaurants and nightlife, e.g. bars and cocktail lounges
- **Marine Commercial:** emphasis on boat storage, water-related transit stops and scenic boating, and parking for boating-related uses
- **Parking:** emphasis on shared parking for boating-related uses, and for the general public for commercial-related uses, and integrated retail and nightlife
- **Open Space:** emphasis on active space for public promenades, bicycle and pedestrian path rights-of-way, view parks and view areas
- **Water:** emphasis on wet slips, and dinghy docks

Office Campus and Mix of Uses:

- **Visitor-Serving Commercial:** emphasis on retail, cafés and nightlife
- **Office:** emphasis on creative and/or medical offices and public open space

Civic Center and Mix of Uses:

- **Visitor-Serving Commercial:** emphasis on ground-level retail and cafés
- **Parking:** emphasis on a shared parking structure for boating-related uses, and for the general public for commercial-related uses
- **Public Facilities:** emphasis on administrative offices for Beaches and Harbors and other County agencies, and a visitor center
- **Water:** emphasis on dinghy docks

Public Gathering Space:

- **Open Space:** emphasis on active gathering space adjacent to public promenades, bicycle and pedestrian path rights-of-way, view parks and view areas
- **Water:** emphasis on dinghy docks

Marine Commercial Mix of Uses:

- **Visitor-Serving Commercial:** emphasis on retail and cafés
- **Marine Commercial:** emphasis on water-related transit stops, and boater-related sales
- **Space:** emphasis on active gathering space adjacent to public promenades, bicycle and pedestrian path rights-of-way, view parks and view areas
- **Water:** emphasis on wet slips

Major Visitor-Serving Center Mix of Uses:

- **Visitor-Serving Commercial:** emphasis on retail, restaurants, entertainment/major attractions, e.g. a theater, aquarium, art galleries, and nightlife
- **Hotel:** emphasis on a high-end or select service hotel
- **Marine Commercial:** emphasis on water-related transit stops, harbor cruises and scenic boating, and boater-related sales
- **Open Space:** emphasis on active gathering space adjacent to public promenades, bicycle and pedestrian path rights-of-way, view parks and view areas
- **Parking:** emphasis on shared parking for boating-related uses, and for the general public for commercial-related uses and integrated retail and nightlife
- **Water:** emphasis on wet slips and dinghy docks

Boat-Serving Mix of Uses:

- **Marine Commercial:** emphasis on boater-related sales, service and operations
- **Boat Storage:** emphasis on boat storage, launching, and parking
- **Water:** emphasis on wet slips

Mobility Hub:

- **Park Once facility:** Bike Share stations; Bike parking; Car Share; Co-located transit & Water Bus stops; Wayfinding

Shared Parking:

- **Surface Lot or Parking Structure**

28-foot Waterfront Promenade

Potential Opportunities for Linkages to Waterfront Promenade

Proposed Signalized Pedestrian Crossing<sup>1</sup>

Bike Network<sup>2</sup>:

- Existing bike lane
- Planned bike lane
- Existing Bike Path
- Proposed long-term bicycle network improvement (waterfront multi-use path)
- Planned bike route

1. source: *Marina del Rey Mobility Plan Preliminary Concepts, August 2013, PEIR & PEERS*



**9d. Restaurant Row and Bali Way/Fiji Way Focus Areas Alternative 4**  
**Vertical Mix of Uses along the Restaurant Row Waterfront with Civic Center/Mobility Hub adjacent to the Park integrated with a Major Visitor-Serving Center (Figure 23)**

1. Reconfigure the area from the fire station to Mindanao Way into a waterfront mix of uses (1 to 5 stories), as follows:
  - a. The area from the fire station to Bali Way as an integrated mixed-use development including specialty retail, hotel, entertainment, and boating viewing facilities. The buildings and uses create linkages/pedestrian paseos throughout. This area can incorporate and amphitheater, ground-floor retail, restaurants/bars, with offices above (3 to 5-story structures with view corridors), a shared parking structure with a new restaurant on top of the parking structure, a select service hotel, and bioswales/vegetated swales for stormwater management. See Restaurant Row and Bali Way/Fiji Way Alternative 2 under 1a for additional details for this area.
  - b. The area between Bali Way and Mindanao Way, west of Admiralty Way, remains as Marine Commercial uses with some development and surface parking.
2. A civic center and Mobility Hub can be located north of Admiralty Way next to Yvonne Burke Park. The visitor center could be located here as an iconic building with exhibition hall, an education center or horticultural library. Linked to this visitor center will be the relocated and redesigned Marina del Rey Tabler library and other civic offices including Beaches and Harbors offices. A shared parking structure for the civic center hub and active uses on the south is provided on this site.
3. Locate a major visitor-serving tourist/retail center (1 to 4 stories with hotels being allowed to go higher than 4 stories) on the current boat launch site bounded by Mindanao Way, Admiralty Way, Fiji Way and Basin H.
  - a. This major center on the water will have waterfront activities including cafe/bistros with outdoor dining and retail.
  - b. New attractions such as an aquarium, performing arts center, interpretive center, entertainment uses, unique retail, cultural facilities, unique theater, specialized indoor and outdoor markets such as the Faneuil Hall in Boston or the Ferry Building in San Francisco and other visitor-serving uses should be included that appeal to both visitors and the local neighborhoods.
  - c. A high-end or select service hotel could also be considered for this site near Admiralty Way.
  - d. Limited boat storage could also be provided on this site.
  - e. A Mobility Hub with a shared parking structure, bike amenities, water taxi stop, wayfinding and other amenities are also possible.
4. The boat launch ramp and boater storage (1 to 4 stories) replace the visitor-serving retail and commercial uses at the Fisherman's Village site. Boat service uses remain.

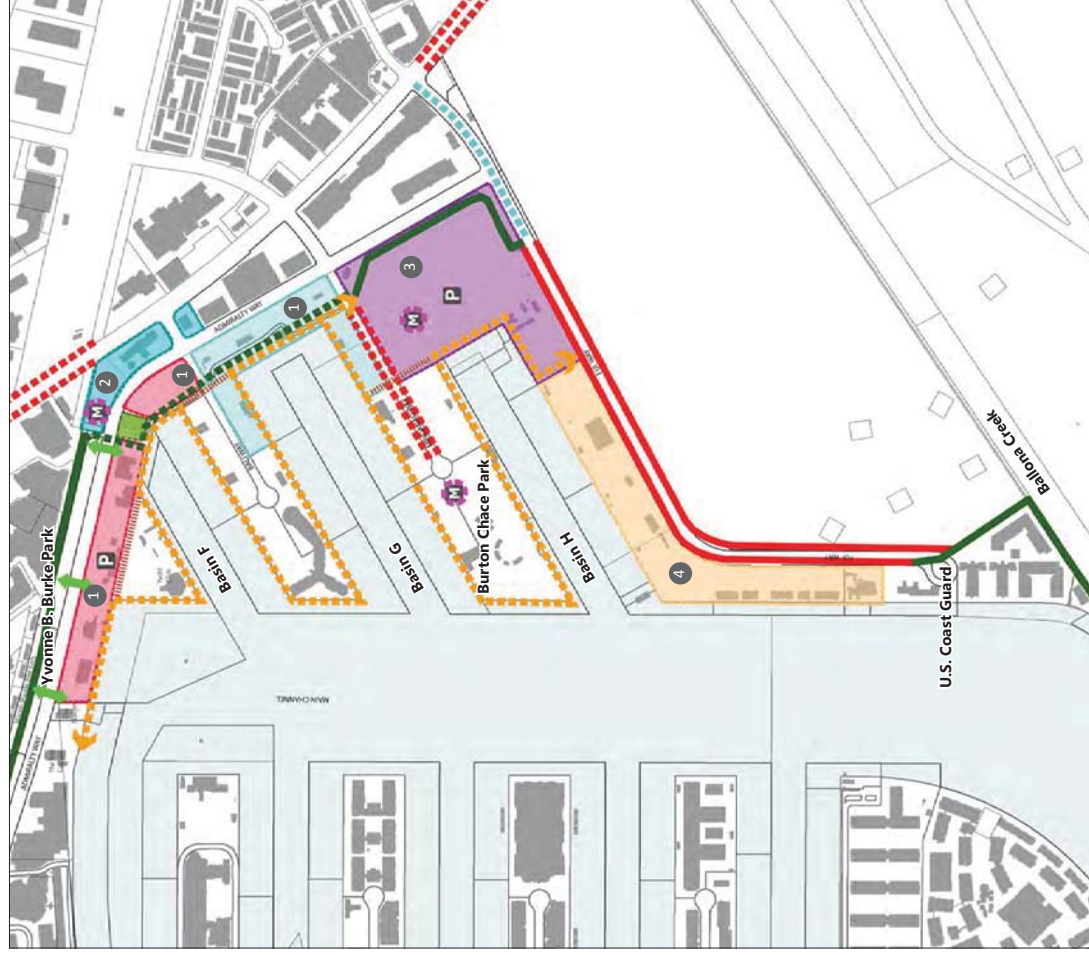


Figure 23: Alternative 4: Land Use and Urban Design Strategy

## LEGEND

### Waterfront and Mix of Uses:

- Visitor-Serving Commercial:** emphasis on retail, restaurants and nightlife, e.g. bars and cocktail lounges
- Marine Commercial:** emphasis on boat storage, water-related transit stops and scenic boating, and parking for boating-related uses
- Parking:** emphasis on shared parking for boating-related uses, and for the general public for commercial-related uses, and integrated retail and nightlife
- Open Space:** emphasis on active space for public promenades, bicycle and pedestrian path rights-of-way, view parks and view areas
- Water:** emphasis on wet slips, and dinghy docks

### Civic Center and Mix of Uses:

- Visitor-Serving Commercial:** emphasis on ground-level retail and cafes
- Parking:** emphasis on a shared parking structure for boating-related uses, and for the general public for commercial-related uses
- Public Facilities:** emphasis on administrative offices for Beaches and Harbors and other County agencies, and a visitor center

### Public Gathering Space:

- Open Space:** emphasis on active gathering space adjacent to public promenades, bicycle and pedestrian path rights-of-way, view parks and view areas
- Water:** emphasis on dinghy docks

### Marine Commercial Mix of Uses:

- Visitor-Serving Commercial:** emphasis on retail and cafes
- Marine Commercial:** emphasis on water-related transit stops, and boater-related sales
- Open Space:** emphasis on active gathering space adjacent to public promenades, bicycle and pedestrian path rights-of-way, view parks and view areas
- Water:** emphasis on wet slips

### Major Visitor-Serving Center Mix of Uses:

- Visitor-Serving Commercial:** emphasis on retail, restaurants, entertainment/major attractions, e.g. a theater, aquarium, art galleries, and nightlife
- Hotel:** emphasis on a high-end or select service hotel
- Marine Commercial:** emphasis on water-related transit stops, harbor cruises and scenic boating, and boater-related sales
- Open Space:** emphasis on active gathering space adjacent to public promenades, bicycle and pedestrian path rights-of-way, view parks and view areas
- Parking:** emphasis on shared parking for boating-related uses, and for the general public for commercial-related uses, and integrated retail and nightlife
- Water:** emphasis on wet slips, and dinghy docks

### Boat-Serving Mix of Uses:

- Marine Commercial:** emphasis on boater-related sales, service and operations
- Boat Storage:** emphasis on boat storage, launching, and parking
- Water:** emphasis on wet slips

**Mobility Hub:** Park Once facility, Bike Share stations, Bike parking, Car Share Co-located transit & Water Bus stops, Wayfinding

**Shared Parking:** Surface Lot or Parking Structure

**28-foot Waterfront Promenade**

**Shared Parking:** Surface Lot or Parking Structure

**Proposed Signalized Pedestrian Crossing<sup>1</sup>**

**Bike Network<sup>1</sup>:**

• Existing bike lane

• Planned bike lane

• Existing Bike Path

• Proposed long-term bicycle network improvement (waterfront multi-use path)

• Planned bike route

1. source: Marina del Rey Mobility Plan Preliminary Concepts, August 2013, FEHR & PEERS